Special Report

Growth robust for promo shops

By Richard Edel

A snapshot of the year 1987 for the sales promotion industry presents a rosy picture: double-digit growth, expanding service capabilities and more dollars diverted from media advertising.

These factors contribute to a 28% growth spurt in 1987 average gross revenues for full-service agencies, and 29% for sales promotion companies with agency services, the two groups profiled in this first-ever survey by ADVERTISING AGE.

Chicago-based Frankel & Co., with $14 million in 1987 gross revenues, is first among agencies, followed by New York-based Comart Associates, with $12.9 million. Among companies with agency services, New York-based American Consulting Corp. stands at the top, followed by D.L. Blair Corp., Garden City, N.Y., with $13.7 million and $11.6 million in 1987 gross revenues, respectively.

Agencies and companies with agency services are ranked separately by gross revenues, defined as billings to clients from staff-time fees, markups and commissions less all outside costs for services such as printing and execution.

For inclusion in the "full-service agency" rankings, a company must provide impartial consulting for clients' promotion planning, creative development and creative execution through production.

Respondents are grouped among "companies with agency services" if, as part of their services, they provide sales promotion consulting, but tend to have a specialty or bias toward a particular technique or methodology, such as No. 10, the Shopping Center Network, a specialist in creating and placing mall exhibits.

Also included in the latter category are companies known for their sales promotions, but equally well known for other services, such as advertising, graphic arts, printing and fulfillment.

Verification of agency gross revenues was provided by signed statements from independent auditors, and denoted by a checkmark in the agency's box listing *(see Pages S-8, and S-10)*. Profiles without checkmarks contain unverified figures.

ADVERTISING AGE estimated gross revenues for companies that did not provide revenue figures, and for companies providing numbers that were not compatible with reporting requirements, such as total sales and capitalized billings.

Estimates are based on a formula that multiplies the agency's total number of employees by an industry average of revenues per employee.

Industry averages were obtained by averaging employee-to-gross revenue figures for 27 full-service agencies and for 10 companies with agency services.

In 1987, full-service agencies averaged $91,000 in revenues per employee, up 18% over 1986.

Companies with agency services averaged $78,000 per employee in 1987, up 10%.

By any yardstick, there is tremendous growth potential in the industry. The relevant share of $55 billion that full-service agencies controlled in 1986 promotional expenditures has multiplied ten-fold since 1976; 1986 is the latest year for which complete statistics are available.

The $55 billion figure was obtained by subtracting expenditures for trade promotion, direct marketing and meetings and conventions from $106.7 billion in 1986 total promotional spending.

In the past few years, sales promotion has become the booming sector of the overall marketing picture. Combined consumer and trade promotion now accounts for a larger portion of overall marketing expenditures than media advertising.

However, sales promotion agencies control only 5% of relevant promotional dollars *(see chart on Page S-18)*. The remaining 95% of industry spending is now controlled by corporations, and, to a lesser extent, by advertising agencies.

For this reason, according to AD AGE survey respondants, sales efforts for promotion agencies and companies with agency services focused most often on gaining additional business from existing accounts and developing project-basis accounts at companies that in the past have not used agency services.

"Nobody's losing business to other sales promotion agencies," says C. Martin Abbott, a Stamford, Conn.-based consultant.

"Every year agencies are going out and converting clients who formerly used them only as occasional suppliers into regular accounts. The industry is gradually moving from client-managed to agency-managed promotional spending," he says.

There were an estimated 225 full-service agencies in 1987, staffed by an average of 15.5 employees, compared with about 25 agencies in 1976, staffed by 15 employees each, Mr. Abbott says.

As smaller agencies and sales promotion companies develop new accounts, their rates of growth tend to be much higher. This is reflected in the AD AGE survey, with several growth rates of 50% to 100% appearing. One president of a mid-size agency working on a new beverage account told AD AGE that the account could generate well in excess of $1 million in staff-time fees, commissions and markups during its first year.

Because the agency phenomenon in the sales promotion business is only about 10 years old, the industry has not settled into predictable patterns of growth, experts say. Furthermore, agencies reporting growth rates parallel to the estimated underlying industry rate of 15% are just treading water.

"If an agency isn't growing between 25% and 40%, it's falling behind," says Mr. Abbott.

An important factor in the growth of sales promotion agencies is competition for consumers' and retailers' attention, says Joseph P. Flanagan, president-director of sales promotion for Chicago-based Foote, Cone & Belding Communications' Impact division. "Companies can't do it all in-house today

(Continued on Page S-2)

Illustration by Steve Haagsma

Richard Edel is a free lance writer and frequent contributor to ADVERTISING AGE *Special Report.*

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Growth robust

(Continued from Page S-1)
and expect to get a competitive edge. Simply relying on [free standing inserts] isn't enough; there's a lot of clutter out there. They need a fresh, creative approach, which is what an agency provides."

Given the enormous growth potential of individual agencies and the sales promotion industry in general, it is not surprising that interest in acquiring sales promotion agencies is at an all-time high.

Mirroring a trend among advertising agencies, six sales promotion agencies were acquired in 1987 and early 1988. Plans were announced in March 1988 for acquisition of four leading U.S. agencies by London-based FKB Group.

The four companies include Focus Marketing, Norwalk, Conn.; The Hermann Group, St. Louis; QLM Associates, Princeton, N.J., and The Saugatuck Group, Westport, Conn.

The four agencies will continue operating under their existing names and managements.

Other acquisitions include London-based KLP Group's June 1987 buyout of New York-based Comart Associates for an initial price of $5 million cash and KLP shares, with a total price of up to $20 million by 1990, depending on Comart's profitability.

London-based Clarke Hooper also purchased for an undisclosed price Newport Beach, Calif.-based Joseph Potacki & Associates in mid-1987.

Ownership by big advertising agency groups can be a business boon for sales promotion agencies, assuming the shops remain free to pursue their own accounts. The trickle-down effect of clients and referrals from parent companies was a positive force in 1987 for Young & Rubicam's Cato Johnson, New York, Grey Advertising's Beaumont-Bennett, New York, and FCB's Impact.

For example, Mr. Flanagan says, Impact has gained project-basis assignments from Adolph Coors Co., Golden, Colo., as a result of FCB's agency relationship with the company.

Mike Zisser, chairman of Beaumont-Bennett, says his agency's relationship with Grey has created greater "value marketing" for clients such as Uniroyal-Goodrich. "We are able to stay within the brand character and overall image and translate that to sales promotion," he says.

Having a general agency for a parent does not shield the sales promotion agency from normal business cycles, however. Sage Worldwide Promotions division of New York-based Ogilvy & Mather terminated 22 employees in March following an account loss, by Sage, which the agency declined to disclose.

Robert White, senior VP at O&M and managing director of Sage, says the O&M relationship has catapulted Sage into a large agency in a matter of seven months.

Access to O&M's research, strategy and contacts has helped develop such key accounts as American Express.

"O&M gives us instant credibility. If this was Bob White Inc. nobody would care," Mr. White says.

The ADVERTISING AGE survey, made with the assistance of the New York-based Council of Sales Promotion Agencies, provided a variety of first-ever statistics. A summary of a few key findings follows:

- The survey asked respondents to break out hourly rates for several personnel categories. Per hour 1987 rates are listed here as high/average/low figures by category: senior level account service $300/$132/$75; average level account service $180/$87/$55; senior level creative $200/$122/$75; average level creative $150/$82/$47; other senior level service $220/$97/$55; other average level service $150/$61/$35 *(For more average rates, see Page S-26).*
- Top cities by gross revenues: New York was No. 1 for both full-service agencies and companies with agency services, with $48.7 million and $50.7 million in 1987 gross revenues, respectively. Chicago was No. 2 for agencies, with $48.2 million in gross revenues. Garden City, N.Y., was No. 2 for companies with agency services with $11.6 million *(See chart on Page S-32).*
- Total employees by personnel category: The typical full-service agency responding to the ADVERTISING AGE survey had 53 employees divided into: 15 account service, 12 creative, seven production, 10 administrative/clerical, and nine other. The agency has added seven employees since 1986, with three in creative, one in production and three in other categories *(See chart on Page S-30).*
- The relationship between agency gross revenues and "pass-through" revenues, defined as clients' money that agencies spend for services such as printing, production and postage, was examined. Of 14 agencies with pass-through revenues exceeding gross revenue, the combined revenues ratio was $75.2 million pass through to $31.8 million gross ($2.40 to $1).

Of 15 agencies with pass-through revenues that were less than gross revenues, the combined revenues ratio was $39.2 million pass through to $68.4 million gross ($0.6 to $1).

- As with advertising agencies, the ability of sales promotion agencies to provide an expanding range of service capabilities presents new opportunities. One frequently mentioned trend in the survey was the 1987 growth in regional marketing capabilities.

According to several executives at agencies adding new office locations in 1987, the object was to tailor promotional campaigns to the needs of each region. Another objective was to increase market share by targeting accounts not currently using agency services.

Several agency executives also set objectives for 1988 that included establishing integrated advertising, promotion and direct marketing. By integrating promotion and advertising and other communications, the agency creates for consumers a single impression of client's products and services.

This synergistic approach to marketing communications is the point of difference for a few big sales promotion agencies.

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ful·fill'ment

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sweep' stakes

don jagoda associates, inc.

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Top full service sales promotion agencies

Rank	SIGNED	Agency	Headquarters	Gross revenues 1987	Gross revenues 1986	Staff-time fees 1987	Staff-time fees 1986	Markups & commissions 1987	Markups & commissions 1986	Passed-through volume 1987	Passed-through volume 1986	Total employees 1987	Total employees 1986
1	✓	Frankel & Co.	Chicago	14,000	13,700	12,970	12,680	1,030	1,020	11,754	11,830	218	196
2	✓	Comart Associates	New York	12,917	11,808	11,318	10,950	1,599	848	7,386	5,227	115	112
3		Flair Communications	Chicago	11,261	10,515	7,451	7,295	3,810	3,220	22,386	18,920	135	132
4	✓	Rogers Merchandising	Lombard, Ill.	10,766	9,084	9,843	7,886	923	1,198	7,153	6,514	125	145
5	✓	IMPACT	Chicago	9,112	6,610	7,788	5,830	1,324	780	N/A	N/A	103	78
6		QLM Associates*	Princeton, N.J.	7,246	3,885	5,652	3,224	1,595	661	3,602	2,110	84	56
7	✓	Sage Worldwide Promotions	New York	7,105	5,449	5,500	4,181	1,605	1,268	3,362	1,375	165	105
8	✓	Beaumont-Bennett	New York	6,889	6,393	1,098	554	5,791	5,839	N/A	N/A	86	78
9		Einson Freeman*	Paramus, N.J.	6,316	3,875	N/A	N/A	N/A	N/A	N/A	N/A	70	50
10		Columbian Advertising Inc.	Chicago	6,175	5,100	N/A	N/A	N/A	N/A	N/A	N/A	47	N/A
11		Siebel/Mohr	New York	6,079	5,468	4,700	4,200	1,379	1,268	N/A	N/A	72	65
12		Cato Johnson/Y&R	New York	5,997	4,948	N/A	N/A	N/A	N/A	N/A	N/A	85	70
13	✓	Focus Marketing	Norwalk, Conn.	4,120	3,371	2,033	1,880	1,773	1,236	6,180	4,129	35	28
14	✓	Wolf Blumberg Krody	Cincinnati	4,084	2,492	3,459	2,367	625	125	N/A	N/A	68	40
15		Marketing Corp. of America (SLS Pro)	Westport, Conn.	3,880	3,177	N/A	N/A	N/A	N/A	N/A	N/A	43	41
16		Lee Hill Inc.*	Chicago	3,699	2,480	N/A	N/A	N/A	N/A	N/A	N/A	41	32
17	✓	William A. Robinson	Chicago	3,337	2,978	2,298	2,208	1,039	770	4,805	3,513	44	41
18	✓	AMA Ltd.	Wilton, Conn.	2,500	1,200	N/A	N/A	N/A	N/A	N/A	N/A	12	9
19		Promotion Development Corp.	Westport, Conn.	2,421	2,618	1,419	1,481	1,002	1,136	6,455	5,704	35	35
20		Robert H. Meyer & Associates*	Minneapolis	2,346	2,170	N/A	N/A	N/A	N/A	N/A	N/A	26	28
21	✓	The Marketing Partnership	Greenwich, Conn.	2,200	2,000	1,430	1,200	770	800	5,000	4,500	10	10
22		Strategic Promotions	Dallas	2,166	561	452	112	1,610	426	103	22	14	10
23	✓	Highland Group	Southport, Conn.	2,165	1,986	1,191	1,033	974	953	12,992	11,520	26	20
24	✓	Alley Marketing	New York	2,075	1,190	580	337	749	546	815	790	18	13
25		Promotional Marketing Corp.*	Westport, Conn.	1,895	1,317	N/A	N/A	N/A	N/A	N/A	N/A	21	17
26		Coddington, Chadwick & Meyerson*	New York	1,805	1,162	N/A	N/A	N/A	N/A	N/A	N/A	20	15
27		The Hermann Group	St. Louis	1,650	1,570	1,200	1,150	450	420	4,200	4,000	28	26
28		Core Group Marketing*	Minneapolis	1,564	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20	N/A
29	✓	Davidson Marketing	Chicago	1,520	1,171	1,444	1,113	76	59	653	859	21	15
30		Promotion Works	Minneapolis	1,486	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15	N/A
31		Promotion Dynamics Worldwide	New York	1,438	654	1,371	624	68	30	890	788	20	27
32		The Promotion Group*	New York	1,263	852	N/A	N/A	N/A	N/A	792	627	14	11
33	✓	Modular Marketing	New York	1,189	881	787	470	402	613	744	691	20	17
34		The Pacific Marketing Group*	San Francisco	1,083	465	N/A	N/A	N/A	N/A	N/A	N/A	12	6
35		McCann Promotion Group	New York	1,000	850	950	825	50	25	N/A	N/A	12	10
36		MDM, Inc.	Dallas	1,000	300	700	250	300	50	4,700	600	8	4
37		Marketing Solutions*	New York	902	620	N/A	N/A	N/A	N/A	N/A	N/A	10	8
38		Burke Promotional Marketing	Chicago	800	625	N/A	N/A	N/A	N/A	2,250	2,000	18	17
39		The Empire Marketing Group	Valhalla, N.Y.	750	420	200	100	250	175	1,250	700	4	3
40	✓	Promotional Innovations	Stamford, Conn.	726	297	617	223	109	74	400	200	8	5
41	✓	Didday & Branch	Cincinnati	710	829	696	813	14	16	780	879	18	18
42		Henderson Marketing Services	Greenville, S.C.	644	670	561	559	83	110	N/A	N/A	7	N/A
43		Lee Krost Associates*	Stamford, Conn.	632	542	N/A	N/A	N/A	N/A	N/A	N/A	7	7
44	✓	Performance Promotions*	Rochester, N.Y.	436	415	N/A	315	N/A	100	1,305	1,578	10	10
45	✓	Underline Inc.	Dallas	420	455	350	362	70	93	230	453	7	10
46	✓	Promotion Concepts	Kalamazoo, Mich.	297	191	75	50	222	141	934	848	6	6
47	✓	MASS Inc.	Miami	180	N/A	150	N/A	30	N/A	1,200	N/A	6	N/A

Top companies with agency services

Rank	SIGNED	Agency	Headquarters	Gross revenues 1987	Gross revenues 1986	Staff-time fees 1987	Staff-time fees 1986	Markups & commissions 1987	Markups & commissions 1986	Passed-through volume 1987	Passed-through volume 1986	Total employees 1987	Total employees 1986
1		American Consulting Corp.*	New York	13,685	3,910	N/A	N/A	N/A	N/A	N/A	N/A	175	50
2		D.L. Blair Corp.*	Garden City, N.Y.	11,652	11,965	N/A	N/A	N/A	N/A	N/A	N/A	149	153
3	✓	Muir Cornelius Moore	New York	10,870	9,466	7,344	6,962	3,526	2,504	24,591	22,293	125	125
4		Ted Colangelo Associates	Greenwich, Conn.	10,653	8,019	N/A	N/A	N/A	N/A	N/A	N/A	69	73
5		Busch Creative Services Corp.*	St. Louis	9,925	7,750	N/A	N/A	N/A	N/A	N/A	N/A	110	100
6	✓	Sales Aides International	Melrose Park, Pa.	9,851	8,628	N/A	N/A	N/A	N/A	N/A	N/A	58	42
7		Merchandising Workshop	New York	9,384	8,602	N/A	N/A	N/A	N/A	N/A	N/A	120	110
8		The Niven Marketing Group*	Scottsdale, Ariz.	6,767	4,727	N/A	N/A	N/A	N/A	N/A	N/A	75	61
9		Promotion Group	Irvine, Calif.	5,474	4,067	N/A	N/A	N/A	N/A	N/A	N/A	70	52
10	✓	Shopping Center Network	Miami	5,400	5,000	N/A	N/A	250	250	5,400	6,300	65	60
11	✓	DelWilbur & Associates	McLean, Va.	4,000	2,000	1,500	500	2,500	1,500	4,000	2,000	35	18
12	✓	Smiley Promotion	New York	3,800	3,000	1,800	1,250	2,000	1,750	6,500	N/A	15	15
13		Bell & Partners	S. Norwalk, Conn.	3,331	2,470	3,331	2,470	N/A	N/A	84	50	36	25
14		Communications Diversified*	New York	3,285	2,502	N/A	N/A	N/A	N/A	N/A	N/A	42	32
15		Ventura Associates*	New York	3,128	4,692	N/A	N/A	N/A	N/A	N/A	N/A	40	60
16	✓	Marcon Marketing Services	New York	3,075	2,367	2,400	1,848	675	519	3,214	2,474	21	18
17		Marden-Kane*	Lake Success, N.Y.	2,737	2,737	N/A	N/A	N/A	N/A	N/A	N/A	35	35
18	✓	Responsive Marketing Communications	Des Plaines, Ill.	2,123	1,906	1,422	1,315	701	591	137	120	37	31
19		American Marketing	Santa Barbara, Calif.	2,122	766	1,147	510	975	256	1,465	1,312	10	8
20		Consumer Promotions Division	Minneapolis	2,033	1,408	N/A	N/A	N/A	N/A	N/A	N/A	26	18
21	✓	R.P. Klein Associates	New York	2,000	1,500	40	20	1,960	1,300	4,200	3,700	7	8
22	✓	WORCO Marketing Resources	Los Alamitos, Calif.	2,000	1,000	200	100	180	80	N/A	N/A	24	20
23		J.P. Hogan & Co.	Knoxville, Tenn.	1,800	1,634	771	689	1,030	946	1,799	1,768	24	24
24		Strottman Marketing*	Irvine, Calif.	1,799	938	N/A	N/A	N/A	N/A	N/A	N/A	23	12
25	✓	Mitchell & Comer	Toledo, Ohio	1,566	1,458	1,378	1,235	188	223	N/A	N/A	34	32
26	✓	Diamond Promotion Group	New York	1,500	1,000	1,000	600	N/A	N/A	N/A	N/A	15	14
27		Woolf-Reitman Associates*	Chicago	1,173	1,007	N/A	N/A	N/A	N/A	N/A	N/A	13	13
28		Carnegie Associates	Santa Barbara, Calif.	1,000	1,000	N/A	N/A	N/A	N/A	N/A	N/A	25	19
29		Good Promotions*	Memphis, Tenn.	938	N/A	N/A	N/A	N/A	N/A	N/A	N/A	12	N/A
30	✓	The Marketing Continuum	Dallas	745	580	735	555	10	5	4,800	3,700	10	9
31		Aragon Sales Development Services	St. Louis	625	1,100	625	1,100	N/A	N/A	650	1,100	7	21
32		Very Special Events*	San Diego	547	391	N/A	N/A	N/A	N/A	N/A	N/A	7	5
33		Dovetail Partner Promotions	Shawnee Mission, Kan.	500	160	N/A	N/A	N/A	N/A	N/A	N/A	5	3
34	✓	Delfino Marketing Communications	Valhalla, N.Y.	370	325	125	100	245	225	990	930	12	10

NOTES: Dollars are in thousands. Source: All data from agency reports, except those marked with an *, which are AA estimates. ✓ indicates that the agency received signature of an outside accountant verifying figures supplied to AA.

Top U.S. sales promotion agencies

The top sales promotion agencies listed alphabetically beginning on this page can be found numerically ranked on Page S-4. They accounted for an estimated 60% of gross income of U.S. sales promotion agencies in 1987. Profiles of sales promotion companies with agency services begin on Page S-29.

Alley Marketing

RANK 24

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.1	$1.2	74.4
Employees	18	13	38
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$580.0	$337.0	72.1
Commissions	$749.0	$546.0	37.2

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$417.0	$380.0	9.7
Premium merchandise	$187.0	$256.0	(27.0)
Other	$211.0	$154.0	37.0

Employees per department

	1987	1986
Account services	5	3
Creative	5	4
Production	1	1
Administration	5	3
Other	2	2

Source: All data from agency reports.

Annual Review

Gross revenues surged 74% for the privately held agency in 1987, mostly on the strength of a host of new accounts. Alley projects another 35% growth in 1988, divided 15% existing accounts, 20% new business. Alley's best promotion of 1987 was an August pre-Olympic salute by Best Foods' Skippy peanut butter and Mazola corn oil brands, featuring the largest ever simultaneous release in three cities of helium-filled balloons, a portion of which contained certificates good for prizes.

Services

Strategic plan, concept, creative, legal, production, program implementation & operation.

Accounts

Gained: Glenbrook Laboratories, Paine Webber, Philip Morris (1988), Paddington Corp., Tofutti Brands.

Lost: Renfield Importers, E.F. Hutton.

Officers

Frank Ombres, pres; James Addy, Joseph Conwell, vps.

Phone: (212) 777-7007.

AMA Ltd.

RANK 18

Wilton, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.5	$1.2	108.3
Employees	12	9	33
Offices	1	1	0
☑			

Source: Gross revenue data from agency reports.

Annual Review

Agency billings grew 108% in 1987 as the agency took on a host of new accounts, led by Citicorp, Dow, Kodak and Nabisco. The privately held agency projects 50% growth in 1988 as it further develops existing accounts.

Services

Sales promo plan, creation, development & implementation, including games, sweepstakes, judging, admin & fulfillment.

Accounts

Gained: Citicorp Choice Card, Dow Consumer Products-Texize div, Kodak Batteries, Nabisco (Planters-Lifesaver Co.)

Lost: None.

Officers

James R. Amrein, pres; Donald G. Raffety, exec vp.

Phone: (203) 762-9494

Beaumont-Bennett

RANK 8

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.9	$6.4	7.8
Employees	86	78	10
Offices	5	5	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,098.4	$553.6	98.4
Commissions	$5,790.8	$5,839.1	(0.8)

Source: All data from agency reports. Wholly owned subsidiary of Grey Advertising, New York.

Ofc Locations: New York, Atlanta, Detroit, Minneapolis, Fountain Valley, Calif.

Annual Review

The agency saw an 8% increase in gross revenues in 1987, resulting entirely from a 98% increase in staff-time fees. The wholly-owned subsidiary of Grey Advertising ex-

Readers' guide to agency profiles

Acme Promotion & Marketing

RANK 34

Minneapolis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.4	$0.3	13.8
Employees	11	9	20
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$125.0	$100.0	25.0
Commissions	$245.0	$225.0	8.9

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$565.0	$499.6	13.1
Media	$425.0	$430.0	(1.2)

Employees per department

	1987	1986
Account services	2	1
Creative	2	2
Production	3	3
Administration	2	2
Other	2	1

Acme Promotion & Marketing, a fictional agency headquartered in Minneapolis, answered a questionnaire sent by Ad Age in mid-January. If the editors had not heard from Acme by the questionnaire filing deadline on Feb. 15, they contacted the agency. If there was still no response and Acme had gross revenues of $1 million or more, the agency was telephoned for a response.

The ✓ in the boxtop means the agency received the signature of an independent accountant verifying gross revenue figures supplied to Ad Age. See Pages S-8 and S-10 for more information.

• Gross revenues: Agencies are ranked by gross revenues, which gives a better indication of an agency's size than billings. Gross revenue figures generally are derived from three sources: the money an agency makes from staff-time fees for consulting and execution of sales promotion programs; a 17.65% markup for materials and services billed the client; and commissions on outside services purchased by the agency.

Gross revenues is defined as total billings to clients less all outside costs, such as printing, production, postage, etc. Also listed in the box is the agency's total number of employees, or employees involved in sales promotion activities, as in the case of subsidiaries and divisions of larger companies. The box also lists the agency's number of office locations.

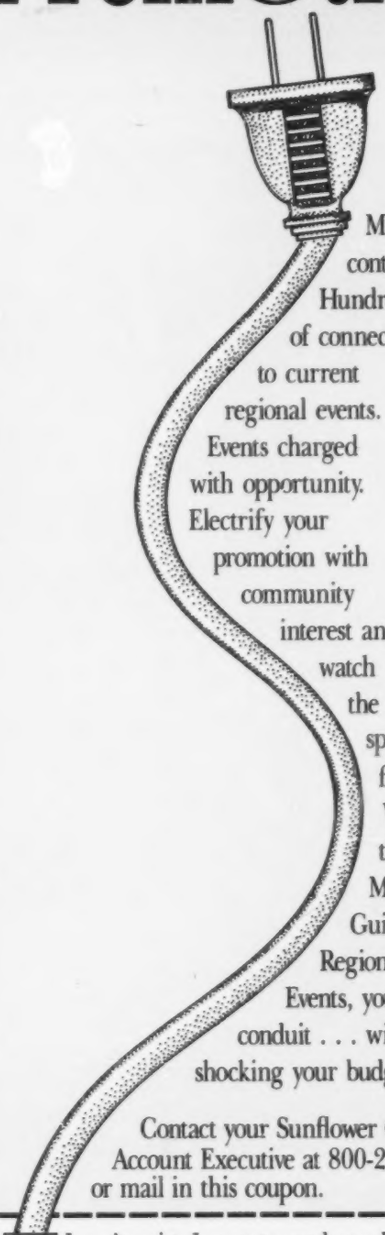
• Revenue contributors: Below the box is a breakdown of items contributing to the agency's gross revenues, including revenues from staff-time fees, and from commissions and markups.

• Volume passing through: An indication of the agency's economic power, this category provides a breakdown of client monies passing through the agency in the form of services purchased, such as printing, production, freight and fulfillment, or special items, such as incentives, prizes, and postage. Other categories might include advertising media, licensing fees and consulting fees.

• Employees per department: This is a simplified breakdown of agency structure and staffing.

Ad Age based annual reviews on returned questionnaires and interviews with agency executives.

Plug In Your Promotions



Make contact. Hundreds of connections to current regional events. Events charged with opportunity. Electrify your promotion with community interest and watch the sparks fly! With the Marketer's Guide to Regional Events, you conduit . . . without shocking your budget.

Contact your Sunflower Group Account Executive at 800-255-5085, or mail in this coupon.

☐ I can't resist. I want to conduct a hot regional promotion. See that I receive the Marketer's Guide to Regional Events, compliments of the Sunflower Group.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone ( ) _____

the Sunflower Group

10895 Lowell, Overland Park, Kansas 66210

Key to profile information

Data in agency profiles was obtained from sales promotion agencies and companies with agency services that received and completed a questionnaire prepared by ADVERTISING AGE and mailed in January 1988.

Full-service agencies and companies with agency services were asked to provide gross revenues and dollar volume that "passed through" the agency, the latter identified as all outside costs not contributing directly to gross revenues and not provided in-house, *i.e.*, printing, production and postage.

Gross revenues in this report were defined as the sum of revenues from staff-time fees and from commissions and markups for materials and services (usually 17.65%) billed the client.

Where the profile states gross revenues as an estimate, the estimate was provided by ADVERTISING AGE.

Estimates were based on a formula that multiplies the agency or company's total number of employees by an industry average of revenues per employee, obtained from a sampling of companies completing questionnaires.

Sales promotion agencies were asked to provide verification from an independent accountant for figures they reported. Those agencies providing a signature from an accountant or outside auditor are noted in this issue by a check mark within the box next to the profile of the agency.

Among full-service agencies, 56% complied, and 38% of the sales promotion companies with agency services complied.

The statement of verification follows:

The undersigned, acting as outside accountant for the agency, confirms that the gross income figure indicated above for the year 1987 reflects totals as entered on the books of the company for the period reported.

Several variations of this statement were accepted including an adaptation of a more formal letter *(See Page S-10)* written in 1984 by the New York State Society of CPAs under the direction of Gene F. Gaughan, chairman of the advertising committee of the society, which is used for ADVERTISING AGE's U.S. Agency Income Report *(March 30, 1988.)*

IN RECENT MONTHS WE'VE CREATED A LIFETIME'S WORTH OF WORK.

On FOCUS:

FOCUS is one of the top U.S. Marketing Service Agencies.

FOCUS creates integrated sales promotion/marketing programs.

FOCUS capability encompasses all the disciplines of promotion which influence consumers, distributors, retailers.

FOCUS is committed to segmentation marketing. We apply the 80/20 rule to heavy users *and* heavy sellers.

FOCUS believes successful sales promotion supports and amplifies advertising. Unified, they produce marketing leverage.

FOCUS creates promotion, not demotion. Marketing problems are seldom solved by discounts and dealing. *Value-added* is our goal.

FOCUS, like your Advertising Agency, believes in the continuity value of an ongoing working relationship.

Awards:

FOCUS has won PMAA, POPAI and other industry awards annually since 1981. Next year we would like the opportunity to win one for you. To start, simply call George Blystone: (203) 855-0900.

FOCUS
MARKETING INCORPORATED

66 FORT POINT STREET NORWALK, CONNECTICUT 06855

pects growth in 1988 to come mostly from new business, plus several new accounts gained at the close of 1987, which the agency declined to name. Contributing to growth in 1987 was the first year of operations by New York-based Beaumont-Bennett/Brown cooperative advertising unit, headed by Jack Brown. The unit plans, administers and maintains client coop funds. Another key new service offering in 1987 was the New York-based retail marketing group. The agency also hired Ira Berkowitz as president in 1987.

Services

Mktg, promo plan & consulting, premiums, sweepstakes, rebate & incentive plan/administration, creative & production.

Accounts

Gained: N/A
Lost: N/A

Officers

Mike Zisser, chmn; Ira Berkowitz, pres; Ed Brutman, Mike Hogan, Bruce Perkins, Paul Hines, Richard Wray, exec vps; Richard Luden, sr vp-creative; Bernard Zuckerman, sr vp-prod; Bliss Morehead. Kenneth Roberts, Norma Walsh, vps-creative; Salvatore Giacchi, Steve Schwartz, Lois Marks, vp-mgmt super, Terry Hogue, vp-media; Jack Brown, pres-Beaumont-Bennett/Brown.

Phone: (212) 984-6800

Burke Promotional Marketing

RANK **38**

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.8	$0.6	28.0
Employees	18	17	6
Offices	1	1	0

Employees per department

	1987	1986
Account services	7	7
Creative	5	5
Production	2	1
Administration	3	3
Other	1	1

Source: All data from agency reports. Div. Burke Communications Industries, Chicago.

Services

Strategic & tactical mktg consulting, in-house creative, including art/graphics, photography, model making, print & POP production, media placement.

Accounts

Gained: Philip Morris USA, Sears, Roebuck, GNC, Wesley-Jessen, Stars To Go.
Lost: Stuart Hill.

Officers

Al Fritsch, pres; Al Armstrong, vp-creative dir; Stan Paluch, vp-exec art dir; John Seibel, vp-acct super.

Phone: (312) 951-0500

Cato Johnson/ Y&R

RANK **12**

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.0	$4.9	21.2
Employees	85	70	21
Offices	20	20	0

Source: All data from agency reports. Subsidiary of Young & Rubicam, New York.

Ofc Locations: Adelaide, Amsterdam, Brussels, Capetown, Copenhagen, Detroit, Frankfurt, Hong Kong, Madrid, Melbourne, Milan, New York, Oslo, Paris, San Juan,

CPA statement accepted

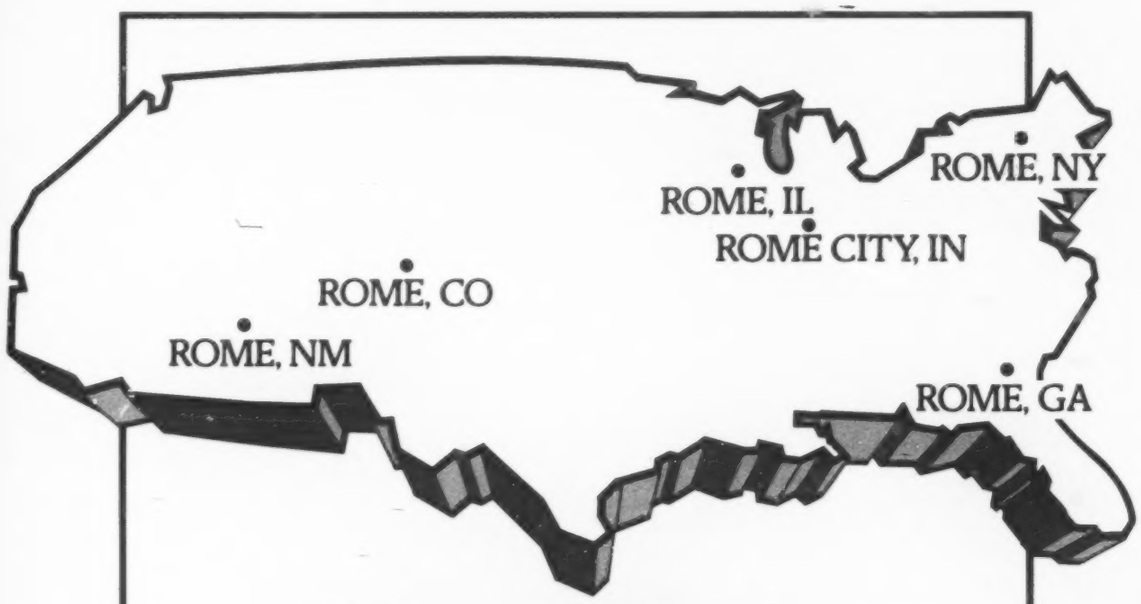
To promotion agency board of directors:

We *(the accounting firm)* have applied certain agreed-upon procedures, as discussed below, to the account records of *(give name of agency)* for the year ended Dec. 31, 1987, solely to assist you in preparing your statement to appear in the "1988 Report on Sale Promotion/Marketing Communications Agencies." It is understood that our report on your accounting records is solely for your information and is not to be referred to or distributed for any purpose to anyone who is not a member of management of your agency without our consent. You may attach a copy of this letter to your agency's report to ADVERTISING AGE.

Our procedure was to confirm total 1987 "gross revenues" of *(the amount is given)* shown on Line 1 of the sales promotion questionnaire agreed with the balances in general ledgers or other financial records maintained by your agency. Because the above procedure does not constitute an examination made in accordance with generally accepted auditing standards, we do not express an opinion on any of the accounts referred to above.

In connection with the procedure referred to above, no matters came to our attention that caused us to believe that "gross revenues" should be adjusted. Had we performed additional procedures or had we completed or made an examination of the financial statements in accordance with generally accepted auditing standards, matters might have come to our attention that would have been reported to you.

This report relates only to the accounts and items specified here and does not extend to any financial statements of your promotion agency taken as a whole.



When in Rome...

Why Regional Marketing can help you reach the right target the right way.

It's tougher than ever for marketers to stay competitive if they only play by the traditional rules. The rise of scanner data, shrinking shelf-space and changing life-styles reap havoc on national marketing plans—what excels in Rome, New York may bomb in Rome, Georgia. Today's markets simply demand a new look at local strategies and solutions.

Does Regional Marketing guarantee a competitive advantage?

IMPACT, one of the most experienced promotion agencies in the world of regional marketing, can help you determine this. We've helped pioneer the category with innovative programs for Pepsi-Cola, Frito-Lay and Campbell Soup Company. Our 30-minute presentation on the trends, effects and future of regional marketing will show how you can capitalize on your local market opportunities.

Call Joe Flanagan or Sherwin Leff today, at 312-751-3500.

IMPACT

CHICAGO • NEW YORK • SAN FRANCISCO • LOS ANGELES • ATLANTA • TORONTO

Sao Paulo, Santo Domingo, Sydney.

Annual Review

Billings grew 21% in 1987 for the privately-held subsidiary of New York-based Young & Rubicam. To accommodate increased business volume, the agency added 15 full-time employees for the year. The agency's best promotion of 1987 involved a summer tie-in for Lipton with Walt Disney's Snow White.

Services

Media promo, video, strategic planning, trade promo/adv, sales force programs, product placement in movies/tv, pkg design, corp i.d., tie-in promo.

Accounts

Gained: N/A.
Lost: N/A.

Officers

Don Casey, chmn; Alan Zwiebel, exec vp-creative dir; Steve Zammarchi, sr vp-grp dir; Muts Yasumura, sr vp-dir design; Russ Krasnoff, Warren Weideman, managing dirs

Phone: (212) 614-3900

Coddington, Chadwick & Meyerson

RANK 26

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.8	$1.2	55.2
Employees	20	15	33
Offices	1	1	0

Employees per department

	1987	1986
Account services	8	5
Creative	6	4
Production	3	3
Administration	N/A	N/A
Other	3	3

Source: All data from Advertising Age estimates.

Annual Review

Estimated 55% growth in 1987 gross revenues was based on expanded services to existing accounts and new business from Nestle, Actmedia and Creative Black Book. The addition of PepsiCo's Ice Mountain Great Spring Waters of America division and efforts to gain another beverage account are projected to generate 40% growth in 1988. Privately held CC&M's best promotion of 1987 was a winter display for Molson Golden and Molson Light. The display secured extra retail display space and distributor support during the vital holiday season and will be repeated for a third consecutive year in 1988. CC&M is agency of record for Martlet Importing, U.S. importer of Molson beer and ale.

Services

Mktg consulting, promo planning, creative devel.

Accounts

Gained: Actmedia, Creative Black Book, Nestle.
Lost: None.

Officers

Walter Coddington, pres; Michael Chadwick, Allan Meyerson, vp-creative dirs; Steven Polachi, vp-acct mgmt.

Phone: (212) 689-8225

Columbian Advertising Inc.

RANK 10

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.2	$5.1	21
Employees	47	N/A	N/A
Offices	1	1	0

Employees per department

	1987	1986
Account services	11	N/A
Creative	10	N/A
Production	11	N/A
Administration	N/A	N/A
Other	15	N/A

Source: All data from agency reports.

Annual Review

Continued growth in spending by existing clients and the addition in 1986 of Haagen-Dazs Co., and in 1987 of the Haagen-Dazs Shoppe Co. accounted for an estimated 21% increase in gross revenues in 1987. The focus on Haagen-Dazs resulted in Columbian's best promotion of 1987, launching Haagen-Dazs Special Additions, a line of chunky, mixed ice cream products targeted to a younger audience. The agency developed the name, packaging,

sales materials, multi-image shows for distributor sales meetings, and POP materials. Although the product was targeted at a trendy market segment, the agency was careful to maintain the Haagen-Dazs image of quality and heritage to all age groups. In 1988, the agency is projecting 20%-plus growth in revenues from existing clients and from a healthy increase in direct-mail services.

Services

Mktg consulting, new prod mktg, business to business communication, consumer promo, promo advertising, dir resp, trade & sales programs, lcl mktg, merchandising.

Accounts

Gained: Haagen-Dazs Shoppe Co., Clover Club Potato Chips, Worthington Financial.

Lost: None.

Officers

Bernard J. Miller, Jr., chmn; Bernard J. Miller III, pres; Tom Moles, sr vp; Bernard Slepak, sr vp-mgmt super; Jack Gelperin, vp-mktg; Bonnie L. Bell, vp-dir promo services; Michael P. Slott, vp-dir client services.

Phone: (312) 943-7600

RANK 2

Comart Associates

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$12.9	$11.8	9.4
Employees	115	112	3
Offices	3	3	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$11,318.0	$10,950.0	3.4
Commissions	$1,599.0	$848.0	88.6

Volume passing through

($ in thousands)	1987	1986	% chg
Print production	$4,116.0	$1,810.0	127.4
Audio visual, staging	$1,581.0	$1,589.0	(0.5)
Media	$1,689.0	$1,828.0	(7.6)

Employees per department

	1987	1986
Account services	29	26
Creative	14	12
Production	31	32
Administration	30	31
Other	11	11

Sources: All data from agency reports.

Ofc Locations: New York, Detroit, Stamford, Conn.

Annual Review

The agency was reorganized following its purchase on June 1, 1987, by KLP Group, London, the world's largest network of independent sales-promotion agencies with operations in 17 countries. The buyout had immediate benefits with the assignment of new business from American Express Canada, supported by KLP agencies in Toronto and Montreal. Revenues grew 9% in 1987 with the biggest dollar volume coming from commissions and markups; dollar volume passed through the agency jumped 41% in 1987. About 70% of 1987 gross revenues were the direct result of sales promotion activites. The agency predicts 12% growth in 1988, 60% of that from new business and 40% from existing business. Named AD AGE's sales promotion agency of the year in 1987, Comart lived up to its reputation with a campaign executed for the Clarion Hotel, New Orleans, that boosted occupancy from 19% to 65% in 18 months.

Services

Mktg promotion plan & execution; mktg consulting; pkg design & corp i.d.; A/V, business communications.

Accounts

Gained: Procter & Gamble, Ralston Purina.

Lost: None.

Officers

Dan Cassel, chmn; Vincent Sottosanti, pres-ceo; Craig MacClaren, exec vp; Bob Carter, exec vp-A/V; Irwin Towers, exec vp-Stamford; Ron Melk, sr vp-creative services; George Austen, sr vp-client service; Bill Backalenick, sr vp-prod services; Calvin Hodock, sr vp-consulting services; Lori Brandon, vp-mgmt super; Dorothy Devlin, vp-sales; Gary Seltzer, Renee Miller, vp-exec producers; Michael Zuck, vp-creative dir; Steve Stenstrom, vp-client services.

Phone: (212) 714-2550

RANK 28

Core Group Marketing

Minneapolis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.6	$1.35	19
Employees	20		N/A
Offices	2		N/A

Employees per department

	1987	1986
Account services	7	N/A
Creative	N/A	N/A
Production	3	N/A
Administration	8	N/A
Other	2	N/A

Sources: All data from Advertising Age estimates.

Annual Review

Estimated gross revenues were up 19% in 1987 as Core Group added MasterCard International to an assortment of package goods, health and beauty aids, and durable goods accounts. In 1987, Core also began targeting travel and leisure, telecommunications, mass merchandising, and financial service accounts. Illustrating its approach to developing innovative programs with marketing leverage was Core's best promotion of 1987, a consumer travel incentive program for MasterCard International's Gold Card that automatically awarded frequent user prizes through participating MasterCard member banks. Program objectives included differentiating MasterCard from competing credit cards, leveraging the credit assocation's clout with banks, and providing consumers with frequent use incentives. A tiered award structure gave increasingly valuable prizes for charges for airfare, vehicle rental and hotel stays. Also in 1987, the agency moved to a new headquarters in Eden Prairie, Minn., from its former site in Minnetonka, Minn.

Services

Strategic consulting, mktg and promo planning, 3rd party negotiation, MIS, research, telemarketing, production, fulfillment.

Accounts

Gained: MasterCard International.

Lost: N/A.

Officers

Robert H. Hamilton, pres; Constance M. Cervilla, exec vp.

Phone: (612) 942-2939

RANK 29

Davidson Marketing

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.5	$1.2	29.7
Employees	21	15	40
Offices	1	1	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,443.6	$1,112.9	29.7
Commissions	$76.0	$58.6	29.7

Sources: All data from agency reports.

Annual Review

A 30% improvement in staff time fees from existing accounts, and

WHAT HAVE YOU DONE FOR YOUR BRAND LATELY?

Have you advertised it? Have you promoted it? . . . effectively? . . . to the trade? . . . to the consumer? . . . reaching the "right" consumer? Did you consider the sales force?

Have you creatively enhanced its image? . . . beyond couponing? . . . and pretty pictures? Have you strategically combined merchandising activities? . . . evaluated cooperative marketing opportunities? . . . implemented that regional program? . . . or contingency plan to offset competitive inroads? . . . considered product extensions? . . . new product introductions?

Have you increased its market share? . . . its profitability? . . . expanded its user base? . . . its distribution channels? Are your efforts affecting long-term sales?

Have you achieved the most effective and efficient use of every dollar invested?

Any questions? . . . call on the Responsive team of Marketing Communications professionals. We take your brand seriously.

- Sales Promotion
- Advertising
- Direct Response
- Tie-in Programs
- Sound Marketing Principles

Call (312) 298-3905
Ask for one of our Account Service Executives . . .
We'll respond!

RESPONSIVE
Marketing Communications, Inc.

1111 East Touhy Ave., Des Plaines, IL 60018/312-298-3905

revenue from such new accounts as James B. Beam Distilling Co., Miller Brewing Co. and Quaker Oats contributed to a 30% increase in 1987 gross revenues. The agency projects 20% growth in 1988, divided evenly between new and existing accounts. Best of 1987 was a multiple-brand holiday tie-in between Kraft and Hasbro Industries offering rebates on toys and food purchases and appealing to mothers with young children. Unique because it did not tie-in related products, the program was designed to move consumers from the grocery store into toy stores and mass merchandisers, thus complementing the two companies' marketing goals. Also in 1987, the agency moved its headquarters from Northfield, Ill., to an area just north of Chicago's downtown.

Services

Full service with emphasis on strategic & creative for consumer and trade promo.

Accounts

Gained: Jim Beam Distilling, Jacobs Suchard/Brach, Kraft Dairy Group, West Bend, Miller Brewing, Quaker Oats, Coast-to-Coast, Morton Thiokol, Nylint.
Lost: G. Heileman Brewing, Miles Laboratories.

Officers

Bill Davidson, pres; Russ Blanchard, exec vp-design dir; Jay Farrell, vp-acct services.
Phone: (312) 527-3900

RANK **41**

Didday & Branch

Cincinnati

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.7	$0.8	(14.3)
Employees	18	18	0
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$686.0	$813.2	(14.4)
Commissions	$13.8	$15.5	(11.2)

Volume passing through

($ in thousands)	1987	1986	% chg
Printing	$588.3	$529.6	11.1
Purchases, postage	$138.9	$136.8	1.6
Services, production	$53.1	$212.8	(75.1)

Employees per department

	1987	1986
Account services	3	2
Creative	5	6
Production	4	4
Administration	4	4
Other	2	2

Source: All data from agency reports.

Services

Strategic & creative planning, research, production & implement.

Accounts

Gained: Western Home Center.
Lost: N/A.

Officers

Kerry B. Didday, pres; Harold Branch, exec vp.
Phone: (513) 751-1730

RANK **9**

Einson Freeman

Paramus, N.J.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.3	$3.9	63.0
Employees	70	50	40
Offices	1	1	0

Source: All data from Advertising Age estimates.

Annual Review

Einson Freeman's gross revenues grew by 63% in 1987, as the agency added services and converted AT&T, Burger King and Eastman Kodak from a project fee basis to annual retainers. The agency projects 30% growth in 1988 with the conversion of two more accounts to retainers, and with added revenues from three sources: existing clients, expanded in-house research services, and a new special events marketing group. Charles Young, who joined the agency in 1986, now heads the new ventures. The agency's most successful effort in 1987 was a "Fly Air France Free" summer promotion, which increased the carrier's average passenger load factor to 80% in the promotional period from 62% over the same period in 1986, without fare cutting or deep discounts. In other areas, London-based WPP Group, which owns JWT Group, New York, and other U.S. ad agencies, is rumored to be interested in buying the privately held agency.

Services

Mktg consulting, research, strategic planning, pkging, sales aids, dir mail, sweepstakes, games, coupons & sampling, POP, exhibits, corp i.d., collaterals, premiums & incentives, creative & production.

Accounts

Gained: Burger King, Kimberly-Clark, Air France.
Lost: HBO Video, Western Union, Barclays Bank, Metamucil (sold by Searle to Procter & Gamble).

Officers

P.J. Anstatt, chmn; Jeffrey McElnea, pres; W.F. Rosenthal, exec vp; William H. Horne, vp-corp ops; Gordon Summer, Alan Berry, Robert Wechsler, Charles Young, sr vps; Dwight Shelton, vp.
Phone: (201) 262-7200

RANK **39**

The Empire Marketing Group

Valhalla, N.Y.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.8	$0.4	78.6
Employees	4	3	33
Offices	3	2	50

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$200.0	$100.0	100.0
Commissions	$250.0	$175.0	42.9

Volume passing through

($ in thousands)	1987	1986	% chg
General	$100.0	$50.0	100.0

Employees per department

	1987	1986
Account services	2	2
Creative	1	1
Production	0	0
Administration	N/A	N/A
Other	2	2

Source: All data from agency reports.

Ofc Locations: Scarsdale, N.Y., Pound Ridge, N.Y., Valhalla, N.Y.

Services

Mktg/research, media placement, sweepstakes, contests, collaterals, events, POP, premium development, photography, A/V, fulfillment.

Accounts

Gained: H&R Block.
Lost: Economics Laboratories.

Officers

Sam Mylnar, Warren Weil, principals.
Phone: (914) 723-2650

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by AD AGE. *See Page S-10*

RANK **3**

Flair Communications

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$11.3	$10.5	7.1
Employees	135	132	2
Offices	5	5	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$7,451.0	$7,295.0	2.1
Commissions	$3,810.0	$3,220.0	18.3

Volume passing through

($ in thousands)	1987	1986	% chg
Premiums	$1,850.0	$1,500.0	23.3
Freight, postage	$2,411.0	$2,070.0	16.5
Production	$18,125.0	$15,350.0	18.1

Employees per department

	1987	1986
Account services	42	40
Creative	38	38
Production	12	12
Administration	N/A	N/A
Other	43	42

Source: All data from agency reports.

Ofc Locations: Chicago, Detroit, Los Angeles, New York, San Francisco.

Annual Review

The agency reported gross revenue growth of 7% in 1987, mostly from an 18% increase in commissions/markups over 1986. Dollar volume passing through the agency also grew 18% in 1987 to $22.4 million. New clients included Sears Roebuck, Commonwealth Edison, Oster, Morton Salt and General Foods. Flair showed a special touch in 1987 with an innovative promotion for the American Dairy Association, "The best deserve a little pat of butter," the first-ever multimarketer tie-in between General Foods, General Mills, Pillsbury and Bays English Muffin. Supported by a $12 savings booklet, in-store cross merchandising, advertising, pr, FSIs and retailer incentives, the promotion demonstrated Flair's strengths in bringing partners together, allowing them to share program costs, and coordinating all elements of the marketing mix.

Services

Acct mgmt; mktg/planning; research, post-event eval; special mkts mktg; sports mktg; dir resp; creative & production.

Accounts

Gained: Commonwealth Edison, Ditch Witch, General Foods, Kemper Financial Services, Morton Salt, Oster, Sears Roebuck.
Lost: Bil Mar (Mr. Turkey product line).

Officers

Lee F. Flaherty, chmn-ceo; Allyn M. Miller, pres; James M. Fitzgerald, exec vp-dir client services; August V. Comella, exec vp-gm; Stanley D. Hardwick, vp-creative; Richard Kiechle, vp-west coast ops; Lee Ward, vp-east coast ops.
Phone: (312) 943-5959

RANK **13**

Focus Marketing

Norwalk, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$4.1	$3.4	22.2
Employees	36	29	25
Offices	2	2	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$2,033.0	$1,880.0	8.1
Commissions	$1,773.0	$1,236.0	43.4

Volume passing through

($ in thousands)	1987	1986	% chg
Art & mechanical	$1,033.0	$690.0	49.7
Production	$2,229.0	$1,489.0	49.7
Other	$2,918.0	$1,950.0	49.6

Employees per department

	1987	1986
Account services	11	9
Creative	10	7
Production	5	4
Administration	7	6
Other	12	62

Source: All data from agency reports. Subsidiary of FKB Group, London.

Ofc Locations: Norwalk, Conn., Los Angeles.

Annual Review

London-based FKB Group announced in March 1988 plans to acquire Focus as part of a purchase of four U.S. sales promotion agencies, all of which will continue operations under their old names and managements. The total deal cost FKB $11.9 million cash and $1 million in shares. Additional payments over five years of up to $46.8 million depend on individual companies' performances. FKB has agreed to pay $3.9 million in cash for Focus, and up to $15 million in future payments, depending on profitability. Meanwhile, new accounts in financial services, soft drinks, soap products and liqueurs boosted Focus' gross revenues by 22% in 1987. Most of the added revenue came from 43% growth in commissions and markups. Focus projects 5% to 10% growth in volume from retainer accounts in 1988 and 20% growth from new clients. The agency's best of 1987 was a "Save the Eagles" promotion for Miller Beer. The project not only increased sales and enhanced brand image, but identified closely with Miller's "Made in the U.S.A." ad message, which has been effective with the brand's target audience. To handle growing business volume, the agency in 1987 added seven employees in account and creative services, and doubled office space by moving into a new Norwalk headquarters.

Services

Promo devel, mktg consulting, new prod devel, sales consulting, creative & art services, field mktg, event mktg, sweepstakes, partnership promo, youth mktg.

Accounts

Gained: Canada Dry, Lever Bros., Paddington Corp., Skandia Life America.
Lost: None.

Officers

George Blystone, chmn; Bernard Trueblood, pres; Linda Morgenstern, exec vp-dir of ops; Tom Mullett, vp-mgmt super; Charles Roth, vp-creative dir; Frampton Chowenhill, vp-new bus dir.
Phone: (203) 855-0900

RANK **1**

Frankel & Co.

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$14.0	$13.7	2.2
Employees	218	198	11
Offices	3	2	50
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$12,970.0	$12,660.0	2.3
Commissions	$1,030.0	$1,020.0	1.0

Volume passing through

($ in thousands)	1987	1986	% chg
Print, art production	$10,654.0	$10,863.0	(1.9)
Travel & other	$1,100.0	$967.0	13.8

Employees per department

	1987	1986
Account services	59	50
Creative	44	37
Production	31	32
Administration	N/A	N/A
Other	84	77

Source: All data from agency reports.

Ofc Locations: Chicago; Norwalk, Conn.; Orange County, Calif.

Annual Review

The year 1987 was one of adversity and new beginnings for Frankel & Co. In May, fire destroyed one of two floors at headquarters, resulting in the death of an employee and forcing temporary relocation of accounting and creative departments. In 1987, the company took a step toward becoming national by opening an office near Los Angeles, complementing its operation in Norwalk. Although gross revenues grew only 2.2% in 1987, the company's outlook brightened with the addition of several blue-chip accounts. Frankel's 1987 gross revenues include $2.8 million in direct response billings. Frankel anticipates 25% growth in 1988, split evenly between new and existing clients. The company's most successful promotion of 1987 was for McDonald's, featuring a tie-in with Muppet Babies, a top-rated Saturday a.m. TV show. One in a series of Happy Meals, premiums included four plastic vehicles featuring the characters. The 25-year-old privately held company adopted the theme "people behind people" to represent its outlook on the future.

Services

Mkt rsch, dir resp, premium devel, licensing, sports & events, fulfillment, field svcs, regional/local mktg, creative.

Accounts

Gained: G. Heileman Brewing, Kellogg, McCormick, Miles Laboratories, Sears Roebuck (mktg events), United Airlines.
Lost: Tyson Foods, United Health Care.

Officers

Bud Frankel, chmn-ceo, pres; David Tridle, James Mack, Michael McCann, Lou Haugh, senior vp-mgmt reps; Brian Robinson, senior vp-creative dir; William Stone, John Lotka, vp-mgmt reps; Daniel Rose, vp-dir resp mktg; Colleen Fahey, Bruce Stephen, Thomas Charvat, Douglas Pletcher, vp-group creative dirs; Rick Bollinger, Robert Schneider, vp-acct dir.
Phone: (312) 938-1900

RANK **42**

Henderson Marketing Services

Greenville, S.C.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.6	$0.7	(3.8)
Employees	7	N/A	N/A
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$561.2	$558.6	0.5
Commissions	$83.2	$110.3	(24.6)

Employees per department

	1987	1986
Account services	3	N/A
Creative	N/A	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	1	N/A

Source: All data from agency reports. Div of Henderson Advertising, Greenville, S.C.

Services

Promo plan, concept, production, packaging, premiums, contests, sweepstakes, display, meetings, dir mail, events, rebates, merchandising, incentives, coupons, sampling, POP, A/V, trade promo.

Accounts

Gained: Amcom Corp., Carolina First, Phyton Direct, Southern Net.
Lost: Murray Chris Craft.

Agency share of relevant promotion spending grows

($ in millions)

Agency statistics	1986	1976
Salaries*	$210.0	$9.4
Total costs**	381.0	17.0
Revenue to support costs***	424.2	18.9
Capitalized billings	2,755.0	123.1
Total relevant expenditures****	55,436.0	29,900,0
Agency share x 100	4.9%	0.4%

*1976 average salary of $25,000 is multiplied by 375 (25 agencies x 15 employees each) to obtain salary total. 1986 average salary of $60,000 is multiplied by 3,500 employees (225 agencies x 15.55 employees each).
**Assumes salaries are 55% of total overhead.
***Total revenue required for average profit of 10%.
****Excludes trade promotion, direct mail, sales meetings and convention expenditures.
Source: C. Martin Abbott Inc.

Officers

Ralph W. Callahan Jr., chmn-ceo; Bob Jones, vice chmn-chief creative dir; James F. Brandhorst, pres; Michael Wilson, sr vp-gm.
Phone: (803) 298-1600

The Hermann Group — RANK 27
St. Louis
($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.7	$1.6	5.1
Employees	28	26	8
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,200.0	$1,150.0	4.3
Commissions	$450.0	$420.0	7.1

Employees per department

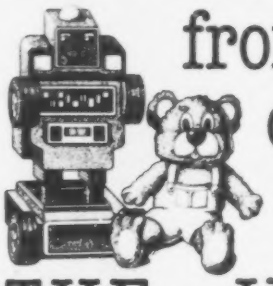
	1987	1986
Account services	7	6
Creative	13	12
Production	N/A	N/A
Administration	8	8
Other	N/A	N/A

Source: All data from agency reports. Div FKB Group, London.

Annual Review

An agreement was announced in March 1988 for acquisition of The Hermann Group by London-based FKB Group as part of a purchase of four U.S. sales-promotion agencies, all of which will continue operations under their old names and managements. The total deal cost FKB $11.9 million cash and $1 million in ordinary shares. Additional payments over five years of up to $46.8 million depend on individual companies' performances. For Hermann Group, FKB is paying $2 million cash and $1 million FKB ordinary shares, in addition to future payments of up to $12.5 million, depending on the agency's profitability. The sale is contingent on Hermann Group's audited 1987 profits being not less than $425,000. The agency suffered a setback in 1987 from the loss of the Anheuser-Busch account. However gross revenues grew 5% in 1987 from a variety of new account gains. For 1988, the agency projects 25% growth, divided equally between existing and new

If an army of robots can't convince you, take it from millions of furry little bears:



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"You can't do an in-store demonstration with a tampon." We did!

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business. Among agency accomplishments in 1987 was a complete restaging of Bran Chex via promotions which capitalized on psychographic trends and consumer preferences. The agency helped reposition the brand through package-delivered promotions.

Services

Adv, sales promo, packaging, mktg consulting.

Accounts

Gained: Essen Hardware, Pet Inc., Six Flags, St. John's Medical.
Lost: Anheuser-Busch.

Officers

Bob Hermann, chmn; Mark Shapiro, pres; Andrea LaBarge, Marilyn Tucker, vp-acct supers.
Phone: (314) 367-4100

RANK **23**

Highland Group

Southport, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.2	$2.0	9.0
Employees	26	20	30
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,190.9	$1,032.8	15.3
Commissions	$974.4	$953.4	2.2

Volume passing through

($ in thousands)	1987	1986	% chg
Media, FSI	$6,123.2	$5,482.7	11.7
Printing	$3,428.8	$3,009.3	13.9
Other production	$3,439.8	$3,028.0	13.6

Employees per department

	1987	1986
Account services	6	4
Creative	7	5
Production	6	4
Administration	7	7
Other	N/A	N/A

Source: All data from agency reports.

Annual Review

Gross revenues grew 9% in 1987, mostly from 15% growth in staff-time fees. Drawing heavily on referrals within existing accounts, the agency projects 40% growth in 1988. Highland's best promotion of 1987 involved trade and consumer programs supporting the national launch of Murine Contact Lens Care Products for Ross Laboratories, the consumer products division of Abbott Laboratories. The project included development of sales aids, floorstands and introductory free-standing inserts. Also in 1987, Highland was named sales promotion agency of record for Ross Labs consumer products, and assigned sales promotion strategic planning for Murine. Other new assignments included trade promotion programs for Beiersdorf's Nivea brand. and sales promotion programs for Globus Laboratories division of Nestle Foods.

Services

Program devel, media plan, creative, production, fulfillment, games, contests, sweepstakes, incentives, POP, dir resp, collaterals, premiums, packaging, adv, A/V, training, meetings, corp identification.

Accounts

Gained: Boboli (General Foods), Beiersdorf, Entenmann's, Globus Laboratories, Gravymaster, Talon American.
Lost: None.

Officers

Frederick R. Tscheulin, pres; Richard J. Baker, exec vp; David S. Haynes, vp-creative dir; Janice Ladd, vp-creative services; Robert Heintz, vp; Kevin P. McIntosh, vp-mgmt super.
Phone: (203) 254-3505

RANK **16**

Lee Hill Inc.

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.7	$2.5	48
Employees	41	32	28
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	N/A	N/A	N/A
Commissions	N/A	N/A	N/A

Employees per department

	1987	1986
Account services	12	9
Creative	13	9
Production	9	8
Administration	N/A	N/A
Other	7	6

Source: All data from Advertising Age estimates. Div. of MCA, Westport, Conn.

Annual Review

A 48% spurt in 1987 gross revenues resulted from increased activity on accounts gained in 1986, such as Citicorp Savings of Illinois, Hyatt Hotels and Hasbro, and increased activity from existing accounts, such as M&M/Mars and Brown Forman. The agency lost Coca-Cola Foods when that company moved its promotions in-house. New accounts in 1987 included American Dairy Assn. In 1988, the agency expects to grow 20%, primarily through expanded services to existing clients. To handle increased business, the privately held unit of MCA grew to 50 employees in 1988.

Services

Strategic consumer & trade promo consulting, concept devel, promo research/test, graphics, premium sourcing & prod, dir resp, special events, telemktg, promo fulfillment, sweepstakes & contest admin.

Accounts

Gained: American Dairy Assn.
Lost: Coca-Cola Foods.

Officers

Lee E. Hill, pres; Paul T. Rogalla, Michael S. McCabe, George J. Brigandi, exec vps; Judith A. Rappaport, Thomas W. Smith, Jennie Schreder, Robert C. Geier, Margaret N. Alicea, vps.
Phone: (312) 266-9090.

RANK **5**

IMPACT

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$9.1	$6.6	37.9
Employees	103	78	32
Offices	6	3	100
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$7,788.0	$5,830.0	33.6
Commissions	$1,324.0	$780.0	69.7

Employees per department

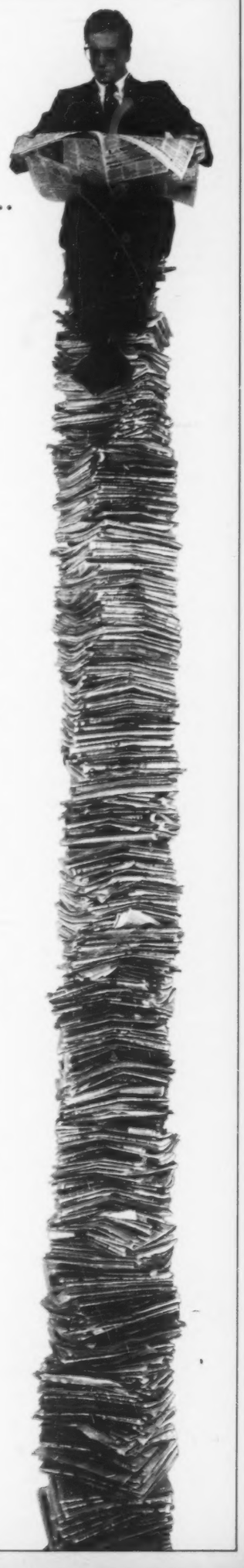
	1987	1986
Account services	50	40
Creative	50	35
Production	N/A	N/A
Administration	N/A	N/A
Other	3	3

Source: All data from agency reports. Wholly owned subsidiary of Foote, Cone & Belding Communications, Chicago.

Ofc Locations: Chicago, New York, San Francisco, Los Angeles, Atlanta, Toronto.

Annual Review

Gross revenues grew 38% for the wholly-owned subsidiary of Foote Cone & Belding. About 15% to 20% of the agency's gross revenues were derived from advertising services. The agency projects 20%



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growth in 1988 as it pursues accounts seeking integrated advertising, promotion and direct response. Capitalizing on a trend toward regional marketing franchise accounts, such as Pepsi USA bottling companies, and Frito-Lay, both gained in 1986, Impact doubled its locations in 1987, adding offices in Los Angeles, Toronto and Atlanta. Other account gains included the Travel Industry Association, Quaker Oats, and No Nonsense.

Marketing Corp. of America

Gross revenue data provided by the agency during production of this issue would boost MCA to #6 in AD AGE's rankings of full-service agencies. MCA's correct numbers are reflected in the box (right), but not in the chart on Page S-4.

Best of 1987 was the holiday Furskins promotion for Wendy's, which included integration of broadcast media, newspaper and POP, resulting in double-digit sales increases.

Services

Strategic development & execution of sales promo programs, advertising, design, creative.

Accounts

Gained: Arthur Andersen & Co., California Milk Advisory Board, Chicago Pacific, Golden Grain, MCA, No Nonsense, Travel Industry Assn.

Lost: Four Seasons Hotel, Ocean Spray, Crawley Maritime.

Officers

Joseph Flanagan, pres; Sherwin Leff, Mark Drozd, sr vps; John Randazzo, sr vp-San Francisco; Tony Loiacono, vp-Los Angeles.

Phone: (312) 751-3500

Lee Krost Associates

RANK 43

Stamford, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.6	$0.5	16.4
Employees	7	7	0
Offices	1	1	0

Employees per department

	1987	1986
Account services	1	1
Creative	1	1
Production	N/A	N/A
Administration	2	2
Other	3	3

Sources: All data from agency reports.

Services

Mktg consulting, sports & events, fund-raising, sweepstakes, contests, games, sales incentives, premiums, coupons, refunds, rebates, brand/company tie-ins, sampling, merchandising, POP, pkg design, creative & prod.

Accounts

Gained: N/A.

Lost: N/A.

Officers

Lee M. Krost, pres; Harold T. McMenamin, gm.

Phone: (203) 358-8890

Marketing Corp. of America

RANK 15

Westport, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$7.6	$7.1	7
Employees	43	41	5
Offices	2	1	100

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	10	10
Production	10	9
Administration	9	9
Other	14	13

Sources: All data from agency reports. See box in first column.

Ofc Locations: Westport, Conn., Los Angeles.

Annual Review

Gross revenues grew 7% in 1987 for the sales promotion division. The privately held company projects 15% to 20% growth in 1988. Key events affecting the division in 1987 included moves by clients toward local marketing and account specific promotions, which influenced the types of consulting and field execution services offered. The division also opened a Los Angeles office.

Services

Strategic consulting, creative, dir resp, research, event mgmt, local mktg, art/production, premium sourcing, promo analysis, sweepstakes, games, fulfillment, display, collaterals, production and distrib.

Accounts

Gained: N/A.

Lost: N/A.

Officers

Chris Barr, pres; George Colesworthy, Don Davidson, Paul Goldstein, exec vps; Barry Podber, Mickey Jardon, Robin Austin, Jack

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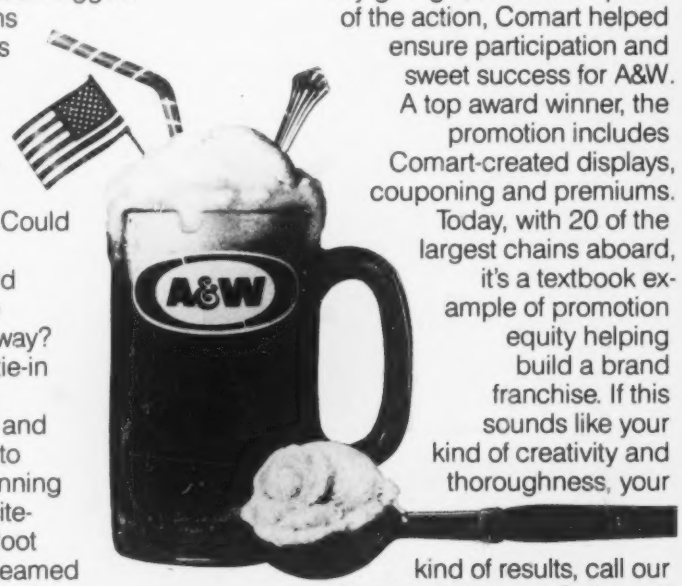

By giving retailers their piece of the action, Comart helped ensure participation and sweet success for A&W. A top award winner, the promotion includes Comart-created displays, couponing and premiums. Today, with 20 of the largest chains aboard, it's a textbook example of promotion equity helping build a brand franchise. If this sounds like your kind of creativity and thoroughness, your kind of results, call our President, Vincent Sottosanti in New York (212)-714-2550.

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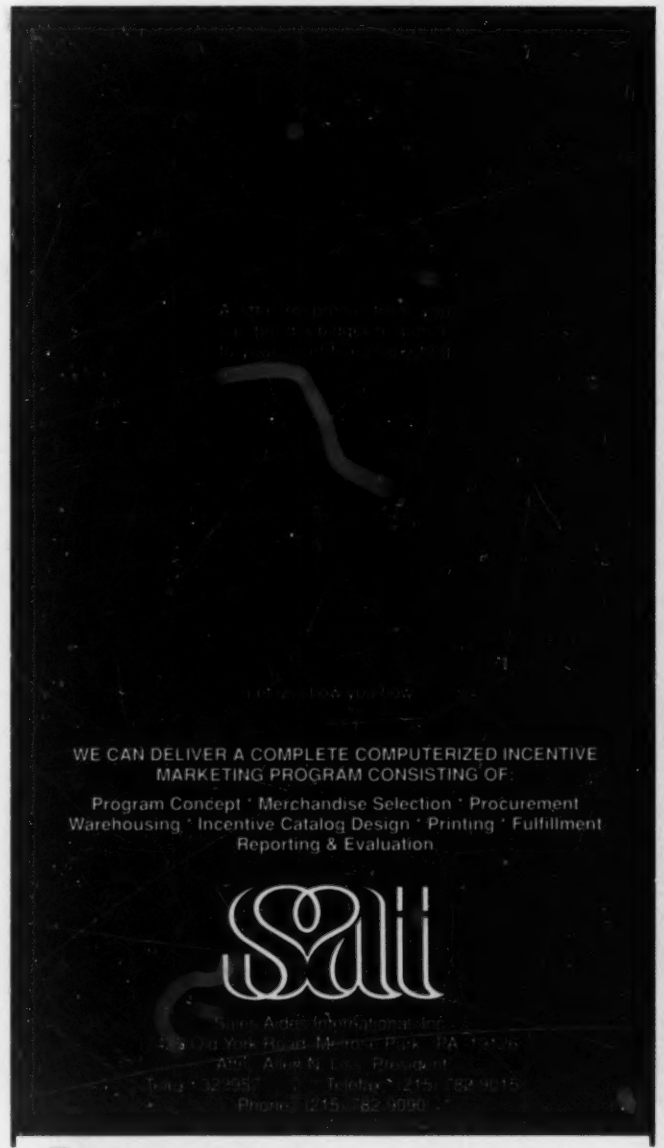
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The Marketing Partnership RANK **21**
Greenwich, Conn.
($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.2	$2.0	10.0
Employees	10	10	0
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,430.0	$1,200.0	19.2
Commissions	$770.0	$800.0	(3.8)

Employees per department

	1987	1986
Account services	4	4
Creative	1	1
Production	1	1
Administration	4	4
Other	N/A	N/A

Source: All data from agency reports.

Annual Review
Greater client emphasis on regional marketing, client staff reductions and increased management attention on promotional expenses were the key factors in 1987 for the agency. Gross revenues grew 10% in 1987 on the strength of an 18% improvement in staff-time fees. Commissions declined 4% in 1987. In 1988, the agency is predicting 15% growth, entirely from existing accounts.

Services
Strategic consulting, promo consulting, program admin, production services, post-analysis.

Accounts
Gained: None.
Lost: N/A.

Officers
Richard M. Duffy, John Sarsen, C.E. Krueger, N. Kelliher.
Phone: (203) 622-0777

Marketing Solutions RANK **37**
New York
($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.9	$0.6	45.5
Employees	10	8	25
Offices	2	2	0

Source: All data from Advertising Age estimates.

Ofc Locations: New York, London

Services
Mktg consulting, full service sales promo.

Accounts
Gained: American Express, Guinness Imports, Hertz, Jiffy Lube Intl, Matchbox Toys USA, Remy Martin Amerique.
Lost: Cadbury USA.

Officers
Ian Jacob, pres; Mickie Miller, sr vp; Richard Rubin, vp-group acct dir; Moira Morrissey, vp-acct dir.
Phone: (212) 505-6660

MASS Inc. RANK **47**
Miami
($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.2	N/A	N/A
Employees	6	N/A	N/A
Offices	1	N/A	N/A

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*BizCats. Business Catalyst Consultants—a unique breed of industry by industry marketing communication and creative development specialists who believe that promotions should be business catalysts.

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$150.0	N/A	N/A
Commissions	$30.0	N/A	N/A

Volume passing through

($ in thousands)	1987	1986	% chg
Media	$460.0	N/A	N/A
Production	$722.0	N/A	N/A
Other	$18.0	N/A	N/A

Employees per department

	1987	1986
Account services	2	N/A
Creative	3	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	1	N/A

Source: All data from agency reports.

Services

Strategic planning/implementation of integrated adv and sales promo programs.

Accounts

Gained: Dynamic Cablevision of Florida (Colony), Home Box Office of Florida, WQBA-FM, PEGO International, Procter & Gamble, Monumental Life Insurance.
Lost: None.

Officers

Alicia Martinez-Fonts, pres; Maria Madruga, vp.
Phone: (305) 858-6322

McCann Promotion Group

RANK 35

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.0	$0.9	17.6
Employees	12	10	20
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$950.0	$825.0	15.2
Commissions	$50.0	$25.0	100.0

Employees per department

	1987	1986
Account services	4	N/A
Creative	8	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from agency reports. Division of McCann-Erickson, New York.

Services

Promo planning; creative, POP, retail adv.

Accounts

Gained: Coca-Cola USA (Fountain), Thomas J. Lipton, Manufacturers Hanover Trust.
Lost: None.

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by AD AGE. *See Page S-10*

Average hourly rates by personnel category

Full service agencies

Category	1987	1986
Senior level account services	$132.42	$127.72
Average level account services	$ 86.90	$ 87.81
Senior level creative	$122.43	$118.10
Average level creative	$ 81.96	$ 81.92
Other senior level personnel	$ 96.82	$ 95.49
Other average level personnel	$ 60.80	$ 57.06

Companies with agency services

Category	1987	1986
Senior level account services	$120.00	$100.00
Average level account services	$ 85.00	$ 76.00
Senior level creative	$117.50	$101.82
Average level creative	$ 83.00	$ 74.27
Other senior level personnel	$ 83.43	$ 75.42
Other average level personnel	$ 69.90	$ 61.98

Source: AA survey.

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Dan Gorman Giro D'Antonio

Member of the Council of Sales Promotion Agencies.

*Care Bear art utilized for Bristol-Myers' "Safe 'n Fun"™ Kit © 1986, Those Characters From Cleveland, Inc.

Officers

Ben Colarossi, managing dir-sr vp; Bob Dunn, sr vp; Andrew Carra, vp-dir promo.
Phone: (212) 984-3589

MDM Inc.

RANK 36

Dallas

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.0	$0.3	233.3
Employees	8	4	100
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$700.0	$250.0	180.0
Commissions	$300.0	$50.0	500.0

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$4,700.0	$600.0	683.3

Employees per department

	1987	1986
Account services	5	3
Creative	3	1
Production	N/A	N/A
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from agency reports.

Services

Sales & marketing consulting.

Accounts

Gained: Frito-Lay, California Cooler, Lone Star Beer.
Lost: None.

Officers

Jane Von Kennel, pres; Gary Von Kennel, exec vp.
Phone: (214) 721-0045

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Robert H. Meyer & Associates

RANK **20**

Minneapolis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.3	$2.2	8.1
Employees	26	28	(7)
Offices	2	2	0

Employees per department

	1987	1986
Account services	7	8
Creative	6	8
Production	3	2
Administration	5	5
Other	5	5

Source: All data from Advertising Age estimates.

Ofc Locations: Minneapolis, St. Paul.

Annual Review

Gross revenues grew 8% in 1987. Fueled by a variety of accounts gained in the latter half of 1987 and in early 1988, the agency projects 35% growth overall in 1988, including 11% to 15% growth from existing accounts. Standout promotions in 1987 were developed in the food service industry for Quaker Oats and Omaha Steaks.

Services

Sales promo planning & execution, mktg consulting, dir mktg, pkg design.

Accounts

Gained: G. Heileman Brewing, AgriPro, Omaha Steaks Intl, Pizza Hut, Brach's candies, Quaker Oats, Pepsi-Cola Co., Taco Bell.
Lost: None.

Officers

A. Keith McCracken, pres-ceo; Bill Wylie, vp-cr serv; Bruce Savik, Bob Hatzenbeller, vp-prod; Jerry Herber, vp-Postmark/Premiums.
Phone: (612) 920-5744

Modular Marketing

RANK **33**

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.2	$0.9	35.0
Employees	20	17	18
Offices	2	1	100

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$787.0	$470.0	67.4
Commissions	$402.3	$316.0	27

Volume passing through

($ in thousands)	1987	1986	% chg
Premiums	$507.5	$562.0	(9.7)
Postage	$236.0	$129.0	82.9

Employees per department

	1987	1986
Account services	7	5
Creative	4	3
Production	N/A	N/A
Administration	5	5
Other	4	4

Source: All data from agency reports.

Ofc Locations: New York, Albany, N.Y.

Services

Strategic & tactical plan, creative devel & execution, production, fulfillment, dir mktg.

Accounts

Gained: Institute for Health, Kleid Co., Key Bank; Manfra, Todella & Brooks; Mobil Oil, Thomas Register, *V* Magazine.
Lost: *Speculator* magazine, *Computer World*.

Officers

Harry A. Kraus, pres; Lee Marc Stein, exec vp; Jeffrey Danowitz, Diana Izzi, Richard LaRochelle, vps.
Phone: (212) 581-4690

Pacific Marketing Group

RANK **34**

San Francisco

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.1	$0.5	132.9
Employees	12	6	100
Offices	2	2	0

Employees per department

	1987	1986
Account services	6	2
Creative	N/A	N/A
Production	1	N/A
Administration	5	4
Other	N/A	N/A

Source: All data from Advertising Age estimates.

Ofc Locations: San Francisco, Orange County, Calif.

Services

Mktg consulting, promo, dir resp, adv.

Accounts

Gained: Clorox, Specialty Brands, Beatrice, Hills Bros.

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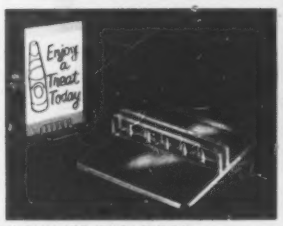

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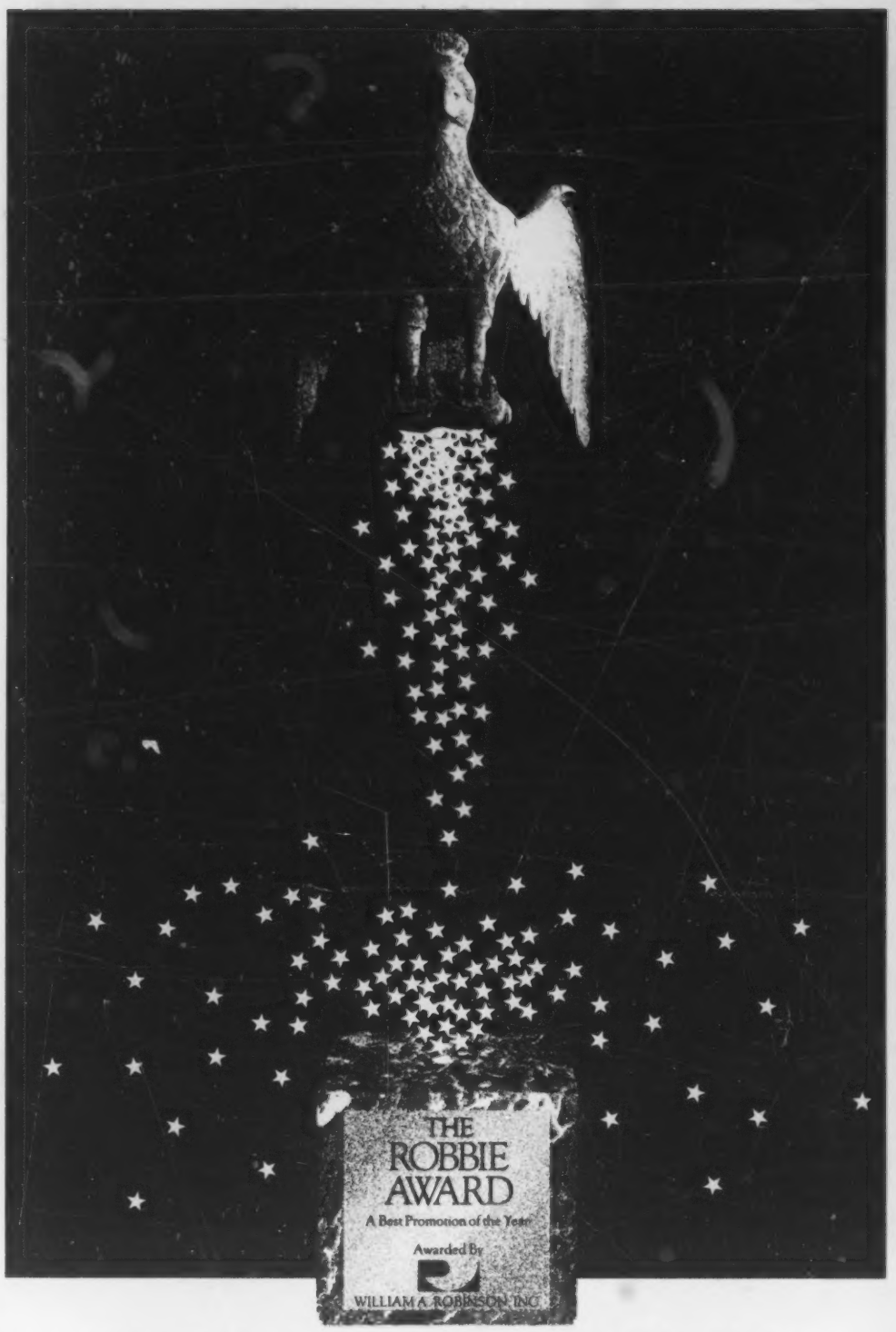

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THE ROBBIE AWARDS

Entries accepted through Dec. 31, 1988.

Plus Development Corp., Del Monte, First Nationwide Bank, Dreyers Grand Ice Cream, Golden Grain, Foster Farms, Software Publishing Co., Citicorp, Cellotape.
Lost: None.

Officers

M. Peter Thomson, Andrea Metzler, West Shell III, partners.
Phone: (415) 788-8764

RANK **44**

Performance Promotions

Rochester, N.Y.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.4	$0.4	5.1
Employees	10	10	0
Offices	2	2	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	N/A	$315.0	N/A
Commissions	N/A	$100	N/A

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	N/A	N/A
Production	3	N/A
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from Advertising Age estimates.

Ofc Locations: Rochester, N.Y., Bedford, N.H.

Services

N/A.

Accounts

Gained: Citicorp bank, Rittenhouse Electric Co., Rochester Gas & Electric.
Lost: Chase Lincoln First Bank, Nabisco.

Officers

Rick Mainzer, pres; John S. Parke, vp.
Phone: (716) 473-6770

RANK **46**

Promotion Concepts

Kalamazoo, Mich.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.3	$0.2	55.3
Employees	6	6	0
Offices	2	1	100
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$75.0	$50.0	50.0
Commissions	$222.0	$141.0	57.4

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$658.0	$546.0	2.1
Premiums	$121.0	$218.0	(44.5)
Fulfillment	$60.0	$34.0	135.3

Employees per department

	1987	1986
Account services	2	2
Creative	2	2
Production	N/A	N/A
Administration	2	2
Other	N/A	N/A

Source: All data from agency reports.

Ofc Locations: Kalamazoo, Mich., Columbus, Ohio.

Services

Promo planning & devel, copy, POP, design, prod, sweepstakes, fulfillment.

Accounts

Gained: Wabash DataTech.
Lost: N/A.

Officers

Paul A. Kiewiet, president; Claude L. Kiewiet, vp.
Phone: (616) 382-3633

RANK **19**

Promotion Development Corp.

Westport, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.4	$2.6	(7.5)
Employees	35	35	0
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,418.9	$1,481.5	(4.2)
Commissions	$1,002.0	$1,136.1	(11.8)

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$6,455.4	$5,704.2	13.2

Employees per department

	1987	1986
Account services	8	8
Creative	10	10
Production	6	4
Administration	14	14
Other	N/A	N/A

Source: All data from agency reports.

Annual Review

Gross revenues fell 7% in 1987 as the agency encountered stiff competition coupled with the loss of Paddington and Parker Brothers. Commissions were off 12% and staff-time fees were down 4% for the year. However, the agency expects to grow 20% in 1988 with the addition of new accounts, such as First Brands, Texize and Pitney Bowes. The agency's best promotion of 1987 targeted heavy users of Duracell batteries. Because 20% of battery users account for nearly 80% of volume, and Duracell frequently uses rebate offers, the agency targeted users who had responded to past and current rebate offers, sending them a direct response rebate offer featuring an advertising message, rebate check, premium offer and future purchase incentive.

Services

Full service sales promotion, dir resp.

Accounts

Gained: First Brands, Pitney Bowes, Texize, Trintex, Western Publishing.
Lost: Paddington, Parker Brothers.

Officers

Nick Ceppi, chmn; Chuck Pace, exec vp; Sam Stryker, sr vp; Tucker Harrison, Dave Rehder, Don Spence, Tom Cabeen, vps.
Phone: (203) 259-7911

RANK **31**

Promotion Dynamics Worldwide

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.4	$0.7	119.8
Employees	20	27	(26)
Offices	1	1	0

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2602 McKinney
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Dallas, TX 75204
(214) 871-1016

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,370.7	$624.4	119.5
Commissions	$67.6	$30.0	125.7

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$890.1	$788.4	12.9

Employees per department

	1987	1986
Account services	13	16
Creative	2	3
Production	N/A	N/A
Administration	5	8
Other	N/A	N/A

Source: All data from agency reports.

Services

Promo planning & devel, sports & events, mktg, sweepstakes, fulfillment, promo adv, sales communication, collaterals.

Accounts

Gained: Amtrak, Nabisco, Philips Medical, Shulton, Zayre.
Lost: Almaden, Barclay's, Fidelity Brokerage, KIS Photo, National Distillers.

Officers

Rick Shambroom, gm; John Carlucci, sr vp; Ed Hepner, sr vp; Ellen Ross, vp; James Stringer, vp.
Phone: (212) 459-7800

The Promotion Group

RANK **32**

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.3	$0.9	48.2
Employees	14	11	27
Offices	2	2	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$910.0	630.0	44.4
Commissions	$390.0	$270.0	44.4

Volume passing through

($ in thousands)	1987	1986	% chg
Sweepstakes Prizes	$470.0	$405.0	16.0
Production	$237.0	$160.0	48.1
Postage	$85.0	$62.0	37.1

Employees per department

	1987	1986
Account services	3	2
Creative	5	4
Production	2	1
Administration	N/A	N/A
Other	4	4

Source: All data from Advertising Age estimates.

Ofc Locations: New York, East Hampton, N.Y.

Services

Acct service, research, fulfillment, creative & production.

Accounts

Gained: Glenbrook Labs, Lehn & Fink, James River, Richardson-Vicks.
Lost: Purolator Courier.

Officers

Daniel Gorman, pres; Giro D'Antonio, vp-acct services; Al Biondi, vp-creative services.
Phone: (212) 223-2990

Promotion Works

RANK **30**

Minneapolis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.5	N/A	N/A
Employees	15	N/A	N/A
Offices	1	N/A	N/A

Employees per department

	1987	1986
Account services	5	N/A
Creative	4	N/A
Production	2	N/A
Administration	N/A	N/A
Other	4	N/A

Source: All data from agency reports. Div of Campbell-Mithun Advertising, Minneapolis.

Services

Strategic promo planning, creative, execution & admin.

Accounts

Gained: Diamond Brands, Frito-Lay, Interstate Brands, Mead Johnson, PepsiCo, Nabisco.
Lost: N/A.

Officers

David Levi, president-ceo; Bob Wetherall, vp-creative dir; Tish Reynolds, Tim Wilson, vp-acct supers.
Phone: (612) 347-1490

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by AD AGE. *See Page S-10*

Promotional Innovations

RANK **40**

Stamford, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.7	$0.3	144.6
Employees	8	5	60
Offices	1	1	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$617.3	$222.7	177.2
Commissions	$108.9	$74.2	46.8

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$140.0	$60.0	133.3
Postage	$20.0	$6.0	233.3
Fulfillment, printing	$240.0	$134.0	79.1

Employees per department

	1987	1986
Account services	4	2
Creative	2	1
Production	N/A	N/A
Administration	2	2
Other	N/A	N/A

Source: All data from agency reports.

Services

Promo strategy, copy, design, art, mechanicals, fulfillment.

Accounts

Gained: Atlantic Soft Drink, Clairol, Danskin, Norcliff Thayer.

An average agency

A typical full-service agency's revenue breakdown: 50% staff-time fees, 25% graphic services, 15% production, and 10% other sources. The average agency had 44 employees with 30% account service, 20% creative, 10.5% production, 15.5% administrative, and 24% other, according to the AD AGE survey.

Lost: None.

Officers

John T. Henderson, president; James Zembruski, sr vp.
Phone: (203) 968-1404

Promotional Marketing Corp.

RANK **25**

Westport, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.9	$1.3	43.8
Employees	21	17	24
Offices	2	2	0

Source: All data from Advertising Age estimates.

Ofc Locations: Westport, Conn., Raleigh, N.C.

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4. Trouble-free execution and fulfillment. *Promotion Marketing Services, Inc.*, our execution and fulfillment professionals, reduce your risk by helping you set up strategic controls for these two important functions in the planning stage. They know the legalities of sweepstakes and games, what a rebate or refund should return, and how to limit couponing liability. They can source premiums worldwide and have sophisticated telemarketing personnel on staff. They also offer more data base and UPC code data on promotion redemption details than any other fulfillment house, so you can count on greater *effectiveness*.

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Annual Review

New business from Frito-Lay, Plough and R.J. Reynolds, new products and services and a growing staff contributed to 44% growth in 1987. Privately held PMC projects 30% growth in 1988. Key events in 1987: roll-out of Seal-Secure, a printing process encapsulating in-pack coupons and premiums in FDA-approved plastic (targeted to markets such as frozen food, package goods and pet food); opening of a banking/financial services unit; and addition of two vps.

Services

Promo program devel, including creative, prod, fulfillment.

Accounts

Gained: Frito-Lay, Plough, R.J. Reynolds Tobacco; Shaffer, Clarke & Co., Shawmut National Corp.
Lost: None.

Officers

Robert S. Morton, pres; Joseph R. Geer, Robert A. Mills, John R. Acken, Beth Sexton-Stryker, vps-principals; H. Robert Loomis, Albert A. Armitage, Nicholas A. Noell, vps.
Phone: (203) 227-8478

RANK 6

QLM Associates

Princeton, N.J.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$7.2	$3.8	91
Employees	84	56	50
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$5,652.0	$3,224.0	75
Commissions	$1,595.0	$661.0	141

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$2,989.0	$1,645.0	82
Other	$613.0	$465.0	32

Employees per department

	1987	1986
Account services	20	14
Creative	39	23
Production	5	3
Administration	9	6
Other	11	10

Sources: All data from agency reports.

Annual Review

An agreement was reached in March 1988 for acquisition of QLM by London-based FKB Group as part of a purchase of four U.S. sales-promotion agencies, all of which will continue operations under their old names and managements. The total deal cost FKB $11.9 million cash and $1 million in shares. Additional payments over five years of up to $46.8 million depend on individual companies' performances. FKB agreed to pay $3 million cash for QLM, with future payments of up to $20.2 million over five years, depending on QLM's profitability. Buoyed by the acquisition of 13 new accounts, QLM's 1987 gross revenues skyrocketed 87%. The biggest share of growth came from an increase of more than $4 million in staff-time fees, and an additional $1 million in commissions and markups. To accommodate increased volume, QLM added 28 employees in 1987, mostly in creative and account service departments, and changed administration to a creative group concept. The agency also added in-house photography and computerized its estimating and scheduling. For 1988, QLM projects 50% growth, mostly from existing clients. In new business, the agency is targeting fast food, financial services and consumer package goods. The agency in 1988 plans to open a west coast office to service newly-won business.

Services

Promo planning, concept devel, photogr, retouch, graphics, mechanicals, copy, print broker, display devel.

Accounts

Gained: Ciba, HBO Video, Shulton, Continental Insurance, Gillette, Colony Wines.
Lost: Citytrust, Doubleday.

Officers

W.R. Lipsky, pres; J.A. Mitchell, vp-bus devel; L.A. Quintman, vp-exec creative dir; W. Westbo, vp-creative dir; J. Jenkinson, vp-ops; K. Hobby, vp-acct mgmt; J. Williams, vp-estimating/sched.
Phone: (609) 683-1177

RANK 17

William A. Robinson

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.3	$3.0	12.0
Employees	44	41	7
Offices	2	2	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$2,297.8	$2,208.4	4.0
Commissions	$1,038.9	$769.8	35.0

Volume passing through

($ in thousands)	1987	1986	% chg
Shipping, postage	$322.5	$112.0	164.3
Out-of-pocket	$366.7	$323.4	13.4
Production	$4,116.0	$3,078.0	33.7

Employees per department

	1987	1986
Account services	18	17
Creative	11	9
Production	2	2
Administration	11	11
Other	2	2

Sources: All data from agency reports.

Ofc Locations: Chicago, Newport Beach, Calif.

Annual Review

The addition of several new accounts more than offset the loss of United Airlines as the agency's gross revenues grew by 12% in 1987. Robinson in 1987 became agency of record for four accounts. The company anticipates 20% growth in 1988, with a portion coming from new accounts, domestic (particularly from the West Coast) and international expansion, and new services, such as special events and target/database marketing, field marketing and pr. In 1987, the agency singled out three of its own best promotions, including: Stroh's Sundance Sparkler/Fuji bicycle "Team Up with a Winner" sweepstakes; a Federal Express "Express Marketing" card program, which targeted employes of corporate users by offering discounts on personal air express services; and Miles Lab's Glass Works "Less Work" sweepstakes, which used a special FSI-decoder that encouraged consumers to examine the product on the shelf to determine if they had won; it moved the product to No. 1 in several markets.

Services

Mktg promo plan & execution for consumer & trade; A/V; promo test & eval; fulfillment; sales meetings/seminars; field mktg; merchandising; media placement; special events; target/data base mktg for business and consumer; pr; creative.

Accounts

Gained: Allergan Optical, American Express, Ashton-Tate, Coca-Cola USA, Cosmair, Fabrege, Federal Express, Marriott's Residence Inns, Miles Labs (CHPD), Pactel Products, Paddington, Polaroid, Quaker Oats Granola Snacks & Rice Cakes,Shell Oil, Vlasic Foods, Wesley-Jessen.
Lost: United Airlines.

Officers

William A. Robinson, chmn; James I. Kunze, Alan Maites, exec vps; Angela DiBartolo, vp-gm, West Coast; Christine Hauri, George DeMille, vp-exec creative dirs; Essie Landsman, vp-admin.
Phone: (312) 372-9333

RANK 4

Rogers Merchandising

Lombard, Ill.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$10.8	$9.1	18.5
Employees	125	145	(14)
Offices	2	2	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$9,843.0	$7,886.0	24.8
Commissions	$923.0	$1,198.0	(23.0)

Employees per department

	1987	1986
Account services	48	65
Creative	24	20
Production	N/A	N/A
Administration	24	27
Other	29	33

Sources: All data from agency reports. Subsidiary of Young & Rubicam, New York.

Ofc Locations: Lombard, Ill., New York, 10 service ofcs.

Annual Review

There is more "Opportunity Calling" at Roger Merchandising than the agency's recently completed campaign for AT&T. As a subsidiary since 1984 of Young & Rubicam, AD AGE's #1 agency for two consecutive years, Rogers experienced 19% growth in 1987 gross revenues, most of which came from a 25% increase in in staff-time fees. The agency projects new growth in 1988 from accounts held by Y&R and subsidiary Burson Marsteller, specifically AT&T, M&M/Mars, General Foods, Midas and Jiffy Lube. Among the agency's most

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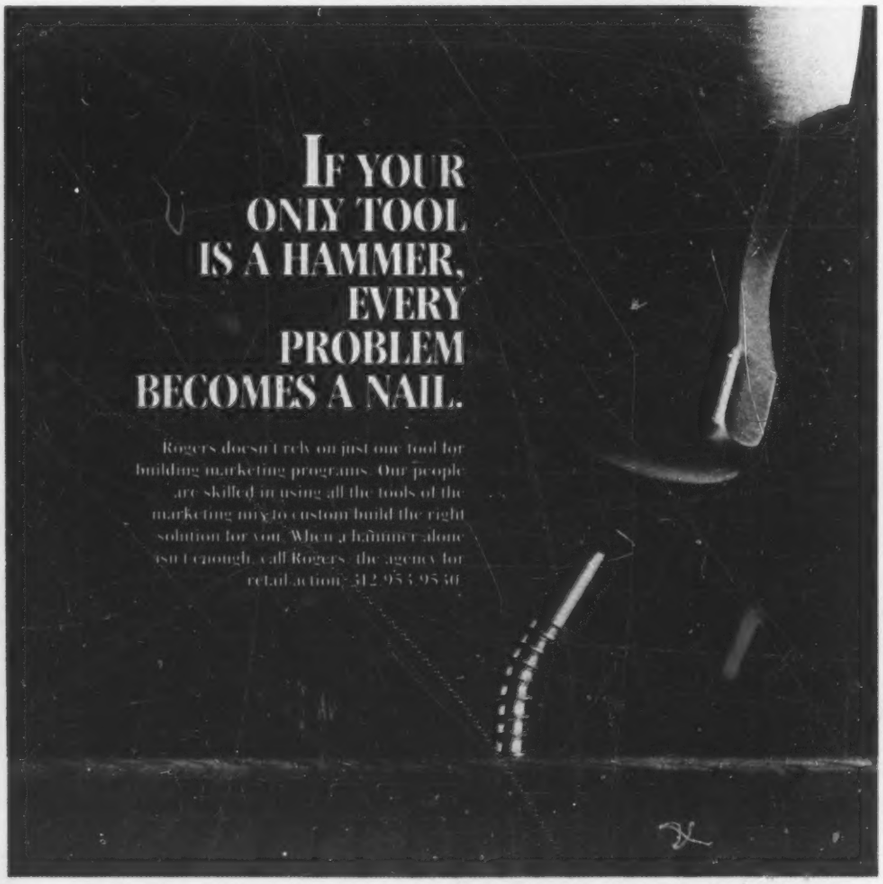
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successful promotions in 1987 were General Foods "Team Up For Kids," Baskin-Robbins "Football Helmet Sundaes," a Kool-Aid event for the Milwaukee Great Circus parade and the Lite Beer Athletic Club. The agency also expects growth from new services, such as its Retail Oriented Marketing Planning system, and expansion of sports marketing.

Services

Acct mgmt, mktg services, fulfillment, premiums/incentives, creative, prod.

Accounts

Gained: American Express, Fabulon Products, Jiffy Lube Intl, Greensweep, Host Intl, Kraft, Lincoln-Mercury, Owens Corning.
Lost: Concluded AT&T "Opportunity Calling" program, Baskin-Robbins.

Officers

Rogers F. Brackmann, chmn-ceo; Richard Wagner, president-coo; Gregory Hawn, exec vp-chief creative officer; Randall Chuck, exec vp-dir client service; Diane Valdes, sr vp-dir client service.
Phone: (312) 953-9530

Sage Worldwide Promotions

RANK 7

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$7.1	$5.4	30.4
Employees	165	105	57
Offices	6	5	20

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$5,500.0	$4,181.0	31.5
Commissions	$1,605.0	$1,268.0	26.6

Volume passing through

($ in thousands)	1987	1986	% chg
Misc. production	$2,535.0	$929.0	172.9

Employees per department

	1987	1986
Account services	45	28
Creative	25	26
Production	35	9
Administration	24	15
Other	36	27

Source: All data from agency reports. Div of Ogilvy Group, New York.

Ofc Locations: New York (2 locations), Chicago, Southberry, Conn., Stratford, Conn., Waterbury, Conn.

Annual Review

Sage was formed in 1987 as a holding company from the affiliation of four Ogilvy Group companies, including Promotional Campaigns (formerly O&M Promotion), Promotion Marketing Services, Thomson-Leeds and Alert Marketing, the latter two acquired in the last half of 1987. New York-based Promotional Campaigns is a full-service promotion agency. Promotion Marketing, Southberry, Conn., is a fulfillment company. Thomson-Leeds, New York, manufactures retail displays. Alert, Waterberry, Conn., is a retail field merchandiser. Adding partial year results from T-L and Alert, revenues grew 30% over those of O&M's promotion subsidiaries in 1986, mainly from staff-time fees. For 1988, Sage anticipates a 107% increase in gross revenues, with 83% of growth coming from the addition of full-year results of T-L and Alert, and 17% from growth in volume with existing accounts. Key new business gains in 1987 included American Express, AT&T, Ford, General Foods, Lever Bros. and Sears. Sage also was recognized in 1987 by AD AGE as one of the top five promotion companies in the U.S.

Services

Promo consulting & mktg, adv, promo devel, placement & mgmt, sports/events, games, fulfillment, POP research, design & production; merchandising, store resets, retail audits, coupons, sampling & demo, prod pick up, local servicing.

Accounts

Gained: American Express, Ameritech, AT&T, Bausch & Lomb, Black & Decker, Chemlawn, Duracell, Ford Motor, General Foods, Holly Farms, Lever Bros., Michelin, NutraSweet, N.Y. Port Authority, Ryder Trucks, Sears, Roebuck, Seagram.
Lost: Schering-Plough, Harvey's Electronics.

Officers

Robert White, managing dir-worldwide promo; Tom Owen, pres-Promotional Campaigns; Promotional Marketing Systems: Robert Walker, pres, Bruce Pincheon, exec vp; Alert Marketing: Gerry Travers, pres; Thompson Leeds: Doug Leeds, pres.
Phone: (212) 503-6300

Siebel/ Mohr

RANK 11

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.1	$5.5	11.2
Employees	72	65	11
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$4,700.0	$4,200.0	11.9
Commissions	$1,378.5	$1,268.4	8.7

Employees per department

	1987	1986
Account services	21	23
Creative	16	17
Production	2	2
Administration	22	19
Other	11	4

Source: All data from agency reports.

Annual Review

Bouyed by the introductory promotion and design package that helped push Seagram wine coolers into the No. 1 spot past Bartles & James, privately held Siebel/Mohr reported 11% growth in 1987 gross revenues. The agency, which has worked for Seagram since its inception in 1969, projects 25%-plus growth in 1988, mostly from new accounts in consumer products, such as Sunshine Biscuits and Wendover's of England, both added in 1987. Key 1987 changes included creation of an event marketing group, addition of an in-house studio, and hiring of two senior vps in charge of creative and account services. Frederick Siebel assumed the post of chairman, while Thomas McCann moved into the presidency.

Services

Promo plan, mktg consulting, new prod intro, incentives, POP display; event, sport, entertainment mktg; pkg, sweepstakes management, A/V.

Accounts

Gained: Chase Manhattan Bank, Lynx Communications, Sunshine Biscuits, Wendover's of England, Zeiss Optical.
Lost: None.

Officers

Frederick Siebel, chmn; Thomas McCann, pres; Gretchen Siebel, exec vp; Fred Bratteson, sr vp-crea-

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Phone: (212) 593-0500

Total employees by personnel category

	Full service agencies				Companies with agency services			
	Total employees		Average employees		Total employees		Average employees	
Category	1987	1986	1987	1986	1987	1986	1987	1986
Account services	524	426	15	15	216	145	11	9
Creative	356	235	12	9	157	94	9	7
Production	187	131	7	6	148	118	11	9
Administrative	282	231	10	10	259	212	15	13
Other	428	282	9	6	467	291	14	9

Source: AA survey

Strategic Promotions

RANK 22

Dallas

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.2	$0.6	286.1
Employees	14	10	40
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$452.0	$112.2	302.9
Commissions	$1,610.5	$426.3	277.8

Volume passing through

($ in thousands)	1987	1986	% chg
Deliveries, misc. travel	$58.8	$13.5	337.1
Postage	$18.6	$4.5	314.0
Telephone	$25.8	$4.5	475.2

Employees per department

	1987	1986
Account services	6	4
Creative	4	3
Production	N/A	N/A
Administration	N/A	N/A
Other	4	3

Source: All data from agency reports.

Annual Review

Gross revenues tripled in 1987 on the strength of $1.6 million in 1987 revenues from commissions and markups compared with $426,000 in 1986, the privately held agency reported. Staff-time fees also leaped in 1987. The gains were mainly due to the agency gaining as an account in 1986 the Merico Food Service division of Anheuser-Busch. Key events affecting the agency's growth in 1987 included downturns in the regional economy, which stimulated usage of promotions, growth in business in the food service industry, and improved efficiency through automation. The agency's best promotion of 1987 was a St. Patrick's Day program for Bennigan's that resulted in positive sales growth in an industry slump.

Services

Mktg, promo plan & execution, creative, media, merchandising, adv.

Accounts

Gained: Merico, Merico Food Service, Lland Estacado Wines, Uncle Ben's, Wolf Brand.
Lost: None.

Officers

Grahame R. Hopkins, pres; Keith Issitt, exec vp; Dennis D'Amico, vp.
Phone: (214) 871-1016

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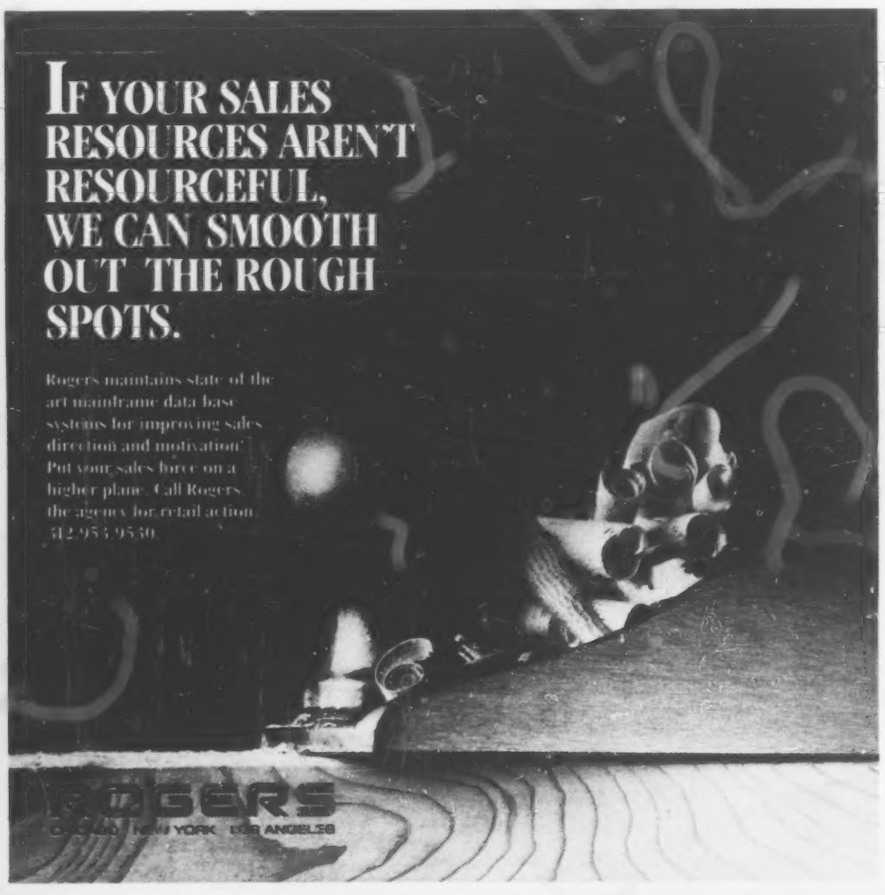
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Underline Inc.

RANK 45

Dallas

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.4	$0.5	(7.7)
Employees	7	10	(30)
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$350.0	$362.0	(3.3)
Commissions	$70.0	$93.0	(24.7)

Volume passing through

($ in thousands)	1987	1986	% chg
Media	$70.0	$105.0	(33.3)
Photography	$90.0	$148.0	(39.2)
Printing	$70.0	$200.0	(65.0)

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	3	4
Production	N/A	N/A
Administration	3	3
Other	1	3

Source: All data from agency reports.

Services

Mktg plan & execution, promo, adv, pr, media plan/buying, creative.

Accounts

Gained: The Crescent, M/A/R/C, Stanley Korshak, Subway Sandwiches, The West End.
Lost: Frito-Lay, Southwestern Life Insurance.

Officers

P.A. Favri, pres; Annemarie Marek, vp-mktg; Carlton Gabel, dir-pr.
Phone: (214) 747-6565

Wolf Blumberg Krody

RANK 14

Cincinnati

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$4.1	$2.5	63.9
Employees	68	40	70
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$3,459.4	$2,367.0	46.1
Commissions	$624.7	$124.6	401.3

Employees per department

	1987	1986
Account services	17	N/A
Creative	26	N/A
Production	N/A	N/A
Administration	9	N/A
Other	16	N/A

Source: All data from agency reports.

Annual Review

Billings for Wolf Blumberg Krody grew 64% in 1987 on the strength of expanded services to existing accounts, such as Procter & Gamble, and the addition of new accounts, such as ChoiceCare, SAMI/Burke, Baldwin Piano, Donnelley Directory and S.B. Thomas. In February 1987, the agency acquired Lawrence Zink Co., a 12-member, Cincinnati-based graphic arts firm. The purchase price was not disclosed.

Services

Regional promo, trade & consumer adv, trade & consumer promo, meetings, presentation aids, pkg display, pr, media.

Accounts

Gained: Catholic Telegraph, ChoiceCare, SAMI/Burke, Donnelley Directory, Baldwin Piao, S.B. Thomas
Lost: Community Mutual Insurance, Standard Textile.

Officers

Dale Wolf, pres; Richard Blumberg, gm; Barron Krody, coo-pkg; Ron Harley, coo-publications; Joe Obermeyer, sr vp; Jim Lewis, exec vp.
Phone: (513) 751-0258

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Top companies with agency services

The leading sales promotion companies incorporating agency services with more specific sales promotion activities are listed alphabetically beginning on this page. A ranking of leading promotion companies and full-service agencies can be found on Page S-4.

American Consulting Corp.

RANK 1

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$13.7	$3.9	250.0
Employees	175	50	250
Offices	2	2	0

Employees per department

	1987	1986
Account services	10	6
Creative	10	3
Production	N/A	N/A
Administration	N/A	N/A
Other	155	41

Source: Gross revenue data from Advertising Age estimates.

Annual Review

Gross revenues soared 250% in 1987 as ACC doubled personnel, took on major new accounts such as Adolph Coors, Kraft, Ralston Purina and R.J. Reynolds and acquired Sukon Group, a New York design firm, in March 1987 for $1.6 million. In November 1987, ACC acquired a Kansas City, Mo., franchise of American Advertising Distributors, a leading coupon franchiser. ACC, which went public in August 1987, generating capital for further expansion, projects 35% to 40% growth in 1988. A big effort in 1987 was expansion of the agency's zone management system, dividing the U.S. into 12 fully staffed regions, each capable of customizing national programs in local markets. One of the agency's best efforts for 1987 was an interactive, in-store promotion for Nike where consumers played a "phaser" based target game with the object of winning free shoes. The promotion was one of Nike's most successful ever.

Services

Mktg/strategic consulting, promo design & implementation, localized field mktg, pkg, design, sales consulting, research.

Accounts

Gained: Bacardi, Adolph Coors, Cadbury Schweppes, Golden Grain, Kraft, Sterling Drug, R.J. Reynolds, Vintners Intl.
Lost: None.

Officers

Peter H. Engel, pres; Sean C. Rice, coo-consulting & bus devel; Joe Harris, dir-client services; Jerry Saltzgaber, dir-bus devel; Mike Lowenbein, dir-creative services.
Phone: (212) 627-4100

American Marketing

RANK 19

Santa Barbara, Calif.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.1	$0.8	177.2
Employees	18	13	25
Offices	2	2	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,147.0	$510.0	124.9
Commissions	$975.0	$255.5	281.6

Employees per department

	1987	1986
Account services	4	N/A
Creative	3	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	3	N/A

Source: All data from agency reports.

Ofc Locations: Santa Barbara, Calif., West Redding, Conn.

Annual Review

Gross revenues surged 177% in 1987 as the agency became involved in sponsorships relating to: America's Cup, skipper Dennis Conner, Stars & Stripes; the bicentennial of the Constitution; and events for the White House. Growth in 1988 is pegged at 25%. Best of 1987 was a sweepstakes for the 55th anniversary of *Family Circle* featuring large prize commitments by Delta and Walt Disney World.

Services

Special events, sponsorships, media & mktg consulting, creative.

Accounts

Gained: New York Times Co.
Lost: We The People 200.

Officers

Richard H. Rovsek, pres; Michael McAllister, exec vp; Peggy Henkel, vp.

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Ad Age. *See Page S-10*

Phone: (805) 969-5823

Aragon Sales Development Services

RANK 31

St. Louis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.6	$1.1	(43.2)
Employees	7	21	(67)
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$625.0	$1,100.0	(43.2)
Commissions	N/A	N/A	N/A

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	N/A	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	N/A	N/A

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Source: All data from agency reports. Subsidiary of The Aragon Co., St. Louis.

Services

Mktg, dir mktg, sales promo, planning, creative, implementation.

Accounts

Gained: FMC Corp., Mobay Chemical, Nutri Turf div of Anheuser-Busch.

Lost: Elanco.

Officers

Patricia Biggerstaff, exec vp-managing dir; William W. Shewman, Robert C. Zeitinger, vps.

Phone: (314) 726-4605

Bell & Partners

RANK 13

S. Norwalk, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.3	$2.5	34.9
Employees	36	25	44
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$3,331.0	$2,470.0	34.9
Commissions	N/A	N/A	N/A

Volume passing through

($ in thousands)	1987	1986	% chg
Various	$84.0	$50.0	68.0

Employees per department

	1987	1986
Account services	6	4
Creative	3	3
Production	15	11
Administration	11	6
Other	1	1

Source: All data from agency reports. A Twin Productions Co.

Annual Review

Gross revenues grew 35% in 1987 as the agency doubled its physical plant and added 11 employees in production, administration and account service. Bell & Partners projects 50% growth in 1988, primarily from existing clients. The agency has gained a variety of package-goods accounts since 1986, including Pepperidge Farm, Mott's USA, Cadbury USA, General Foods, among others. It also added Merril Lynch realty locally. Bell also named Marshall May, formerly of Ted Colangelo Associates, as president in 1987.

Services

Strategic plan, creative, design, photography, production, video, A/V.

Accounts

Gained: Boehringer/Ingelheim, Merrill Lynch Realty Co., Mott's USA.

Lost: None.

Officers

Martin J. Bell, principal; Marshall May, pres.

Phone: (203) 866-2877.

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by AD AGE. *See Page S-10*

D.L. Blair Corp.

RANK 2

Garden City, N.Y.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$11.7	$12.0	(2.6)
Employees	149	153	(3)
Offices	4	3	33

Employees per department

	1987	1986
Account services	31	26
Creative	19	23
Production	2	2
Administration	75	80
Other	24	24

Source: All data from Advertising Age estimates.

Ofc Locations: Garden City, N.J., Blair, Neb., Atlanta, Beverly Hills, Calif.

Annual Review

ADVERTISING AGE estimates D.L. Blair's gross revenues declined 17% in 1987. The privately held company reports revenue growth of 17% in 1987, reflecting one-time gains, and real growth between 9% and 11% in 1987. The company projects a 7% increase in revenues for 1988, divided evenly between new accounts, such as Mattel Toys, and increased spending by existing accounts. Last October's stock market crash is expected to have a negative impact on client budgeting and planning. Blair's best promotion of 1987 was "The Great American Key Hunt," a tie-in between leading Procter & Gamble brands (Pampers, Tide, Folgers, Bounty, Charmin, Crest and Downey) and Chevrolet (Corsica, Beretta and pick-up trucks). It was the largest ever consumer promotion combining package goods and automotive marketing. Other important events in 1987 included opening a Beverly Hills office, for greater service on the West Coast, and construction of new buildings in New York and Nebraska to meet projected growth needs through 1991.

Services

Strategic/tactical plan and consulting; sweepstakes, games, cash refunds, coupon plan/fulfillment, creative & collaterals.

Accounts

Gained: Mattel Toys, Wells Fargo.

Lost: Dorsey Laboratories, Those Characters from Cleveland.

Officers

Thomas J. Conlon, pres-ceo; Terry Brechbill, Sandy Reichard, exec vps; Michael J. Ellman, pres-west; W.N. Johnson, pres-south; R. Abramson, sr vp-dir mktg; Mitchell Friedman, M. Malinowitz, vp-acct services; R. Isham, vp-ops; T. Conlon, vp-client services.

Phone: (516) 746-3700

Busch Creative Services Corp.

RANK 5

St. Louis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$9.9	$7.7	28.1
Employees	110	100	10
Offices	1	1	0

Employees per department

	1987	1986
Account services	12	5
Creative	30	25
Production	53	55
Administration	15	15
Other	N/A	N/A

Source: All data from Advertising Age estimates. Subsidiary of Anheuser-Busch Co., St. Louis.

Annual Review

Despite the name, the Anheuser-Busch subsidiary is independent to the extent of bidding against other agencies for A-B jobs. AD AGE estimates gross revenues grew 28% in 1987, as Busch Creative expanded services on a variety of non-A-B accounts, such as Ralston Purina, Southwestern Bell, Aetna Insurance, Monsanto, B.F. Goodrich and United Van Lines. The agency projects 9% growth in 1988. Best of 1987 was "The Dimensions of Excellence" incentive program targeting A-B beer distributors with a program on how to be the best. The project involved all agency services with messages tailored to each employee level. The agency also expanded ad sponsored home videos in 1987, a new specialty, creating a soccer training video for A-B, and a sailing instruction video for Michelob. The agency also completed extensive POP and collaterals for Busch Entertainment Corp. theme parks in 1987.

Services

Promo planning & execution, design, bus meetings, special events, film, tv prod.

Accounts

Gained: N/A.

Lost: N/A.

Officers

Joseph J. Kramer, president; Kevin J. Quigley, vp-gm, Michael Provin, vp-mktg.

Phone: (314) 289-7700

Carnegie Associates

RANK 28

Santa Barbara, Calif.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.0	$1.0	0.0
Employees	25	19	32
Offices	4	3	33

Source: All data from agency reports.

Ofc Locations: Cleveland, Irvine, Calif., Cheltenham, England.

Services

Strategic planning, POP & collateral, sweepstakes, games, research, training, incentives.

Accounts

Gained: Ashton-Tate, Leaseway Transportation, 1st Nationwide Bank.

Lost: None.

Officers

Walter L. Schaffer, pres; Joyce E. Dale, vp-client services; David

Survey sample

Forty-eight agencies with 2,100 combined employment responded to the ADVERTISING AGE survey. Assuming industry employment of 3,500, respondents represent 60% of the total industry.

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pmaa

Ruth, vp-east; Michael Van Dine, vp-midwest; George Mitchell, vp-west; Bernard Israel, vp-merchandising; Jerry Franklin, Jr., vp-admin
Phone: (805) 969-7220

Ted Colangelo Associates

RANK 4

Greenwich, Conn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$10.7	$8.0	32.8
Employees	69	73	(5)
Offices	3	3	0

Employees per department

	1987	1986
Account services	19	19
Creative	17	19
Production	21	21
Administration	8	8
Other	4	6

Source: All data from Advertising Age estimates. Wholly owned subsidiary of D'Arcy Masius Benton & Bowles.

Ofc Locations: Greenwich, Conn., New York, Westport, Conn.

Annual Review

The wholly owned subsidiary of D'Arcy Masius Benton & Bowles reports $10.7 million in sales, up 32% over 1986, as it took on a variety of new accounts during the year. The company projects 20% growth in 1988, equally divided between new accounts and expanded services to existing accounts.

Services

Photo, type, computer design, A/V, film process.

Accounts

Gained: American Tobacco, Heublein, Thompson Medical.
Lost: N/A

Officers

Ted Colangelo, chmn; Lou Boroff, pres; Dave Quincy, exec vp; Nancy Kirsch, sr vp-dir ops; Ian Barribal, Gene Plotnik, sr vps-creative; Jim Fannon, sr vp-A/V; Howard Goldfrach, sr vp-promo; Barry Sideroff, sr vp-dir resp.
Phone: (203) 531-3600.

Communications Diversified

RANK 14

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.3	$2.5	31.3
Employees	42	32	31
Offices	1	1	0

Employees per department

	1987	1986
Account services	16	10
Creative	11	9
Production	N/A	N/A
Administration	3	2
Other	12	11

Source: All data from Advertising Age estimates.

Annual Review

New accounts in 1987, especially Stroh, Prestone, Pizza Hut and Ocean Spray, contributed to 31% growth in 1987 gross revenues, according to AD AGE estimates. To handle increased volume, the agency's expanded staff 25%. The agency is projecting 35% growth in 1988, 70% of which is expected to come from existing clients and 30% from new accounts. A key personnel move in 1987 involved adding partner Arlen H. Kantarian, former vp-mktg of National Football League Properties, to head the agency's newly formed sports marketing division. A $50-value coupon offer on back to school items for Pizza Hut was the agency's best promotion of 1987. Participation fees from coupon advertisers paid for printing and agency services.

Services

Strategic concept devel, promo devel & execution, adv, sports mktg, art, creative.

Accounts

Gained: National Basketball Assn., Johnson & Johnson, Ocean Spray, Prestone, Pizza Hut, Stroh.
Lost: None.

Officers

Ronald D. Randolph-Wall, chmn; William Henneberry, president; Arlen Kantarian, exec vp; Patrick Shannon, sr vp; Peter Cayrell, vp.
Phone: (212) 213-3300

Consumer Promotions Division

RANK 20

Minneapolis

($ in millions)

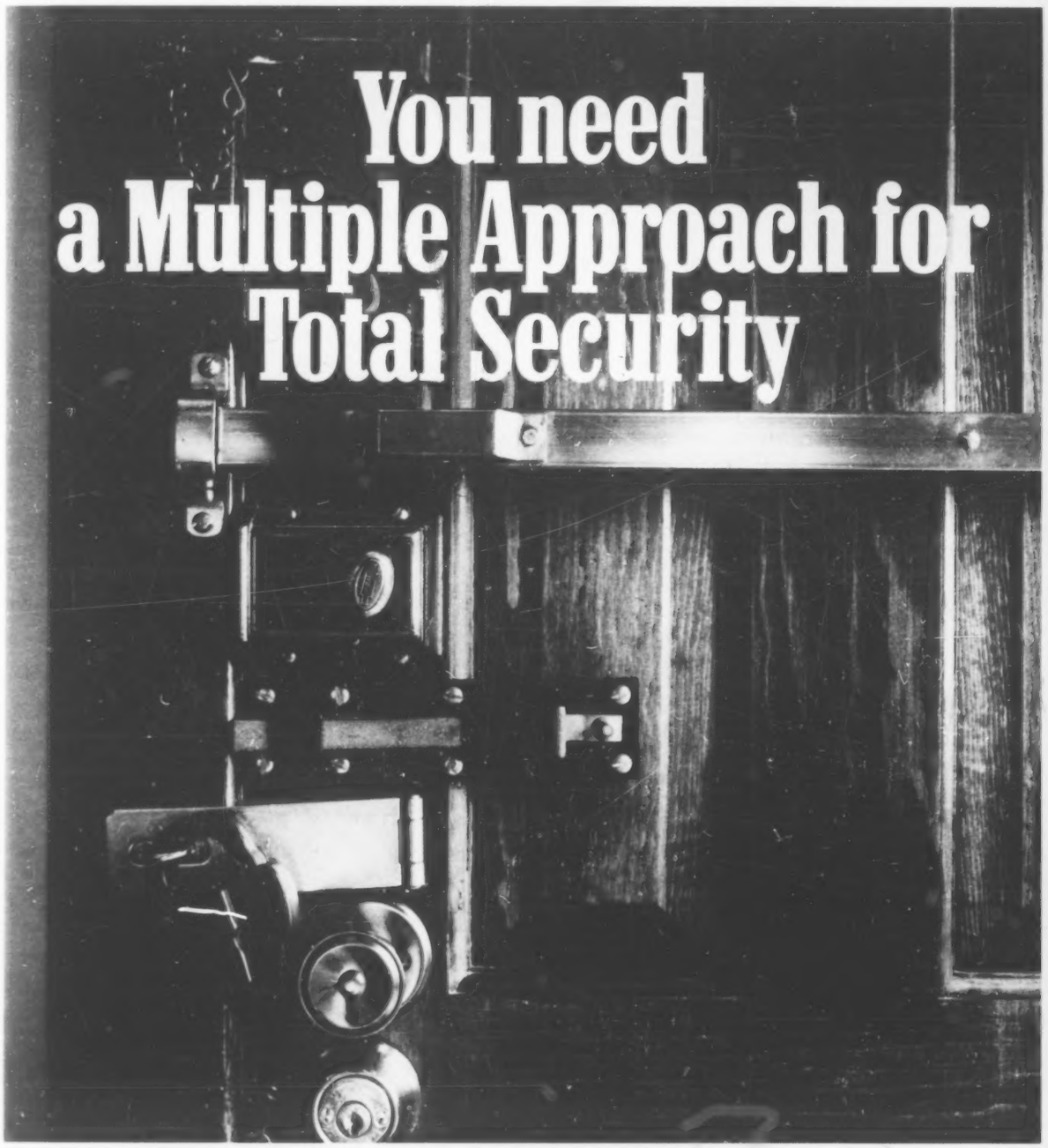
Agency stats	1987	1986	% chg
Gross revenues	$2.0	$1.4	44.4
Employees	26	18	44
Offices	3	1	200

Source: All data from Advertising Age estimates. Div of Carlson Companies, Minneapolis.

Ofc Locations: Minneapolis, Los Angeles, New York.

Annual Review

Estimated gross revenues grew 44% in 1987 for the consumer promotions division of Carlson Promotion Group, a unit of Minneapolis-based Carlson Cos. The consumer division acts as the agency arm of the group, which includes some of the industry's largest companies specializing in sales-promotion execution, such as fulfillment, refunds, premiums, continuity, games, sampling and more, serving clients such as Procter & Gamble, Kimberly-Clark, General Mills, Lever Bros. and Union Carbide. A new client in 1987 was Quaker Oats. Gross revenues exceeded $55 million in 1987 for the Carlson Promotion Group, which overall employed more than 1,000, up 150 over 1986, and itself is one of four operating groups of the parent Carlson Co. The group projects 18% growth in 1988, almost evenly divided between new and existing accounts. The New York and Los Angeles offices opened in 1987.



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Services
Mktg/promo strategy & plan, creative, execution, reports (refunds, premiums, sweepstakes, continuity, coupons, sampling).

Accounts
Gained: Quaker Oats.
Lost: N/A.

Officers
Randall Antik, pres-ceo; Joe Thomas, vp-sales; Bob Harter, vp-mktg services; Bill Martineau, vp-ops.
Phone: (612) 593-7736

Delfino Marketing Communications
RANK 34

Valhalla, N.Y.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.4	$0.3	13.8
Employees	12	10	20
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$125.0	$100.0	25.0
Commissions	$245.0	$225.0	8.9

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$565.0	$499.6	13.1
Media	$425.0	$430.0	(1.2)

Employees per department

	1987	1986
Account services	2	1
Creative	4	4
Production	2	1
Administration	2	2
Other	2	2

Source: All data from agency reports.

Services
Sales promo, adv, dir mail, corporate communications, pr.

Accounts
Gained: Hi-Tek Polymers, Fairmont Office Furniture Group.
Lost: Kolmar and Kohnstamm.

Officers
Geno B. Delfino, pres; Lisa A. Delfino, vp-copy creative; Vic Frost, vp-art creative; Paul Delfino, vp-acct services; Chris Seneca, vp-mktg services.
Phone: (914) 747-1400

DelWilber & Associates
RANK 11

McLean, Va.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$4.0	$2.0	100.0
Employees	35	18	94
Offices	5	3	67
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,500.0	$500.0	66.7
Commissions	$2,500.0	$1,500.0	200

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$1,000.0	$500.0	100.0
Licensing fees	$3,000.0	$1,500.0	100

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	N/A	N/A
Production	N/A	N/A
Administration	8	5
Other	27	13

Source: All data from agency reports.

Ofc Locations: McLean, Va., New York, St. Louis, Toronto, Port Chester, N.Y.

Annual Review
Riding the crest of wave in alternative marketing through sports, the arts and special events, DelWilber doubled gross revenues in 1987, adding $1 million each in staff-time fees, and commissions and markups. The privately held agency doubled in size, adding regional offices in New York and Port Chester, N.Y., the latter through acquisition of Hammond & Lalli, headed by principal John Hammond. A San Diego office also is planned this year. In 1988, Larry Albus, formerly director of Anheuser-Busch's Sports Marketing USA, joined the agency and heads the St. Louis office. Notable new accounts in 1987 included A-B, Procter & Gamble and Audi, leading to Audi's largest ever alternative marketing program. The agency's best promotion of 1987 was the National Hockey League All-Star balloting, co-sponsored by Dodge and Plymouth, which tied the automakers' "be the best" image with hockey's best players. The agency projects 75% growth in 1988, with 100% increases in revenues from sales promotion and regional programs, and a 75% increase in sponsorship marketing.

Services
Sports mktg, strategic plan/consulting, corp sponsorship devel/sales, sales promo, special events & mgmt, pr, media rel, creative & production.

Accounts
Gained: Anheuser-Busch, Audi, MasterCard, Procter & Gamble.
Lost: None.

Officers
Del Wilber, pres-ceo; Larry Albus, John Hammond, Jim Hartley, Hilary Mark, Maidie Oliveau, Haughton Randolph, Brian Redman, vps.
Phone: (703) 749-9330

Diamond Promotion Group
RANK 26

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.5	$1.0	50.0
Employees	15	14	7
Offices	1	1	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,000.0	$600.0	66.7
Commissions	N/A	N/A	N/A

Employees per department

	1987	1986
Account services	2	2
Creative	N/A	N/A
Production	7	6
Administration	3	3
Other	3	3

Source: All data from agency reports.

Services
Concept devel, art & graphics prod, fulfillment.

Accounts
Gained: General Foods, Norcliff Thayer, Tambrands.
Lost: None.

Officers
Andrew Cohen, pres; Douglas Diamond, Gary Diamond, vps.
Phone: (212) 685-6622

Dovetail Partner Promotions
RANK 33

Shawnee Mission, Kan.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.5	$0.2	212.5
Employees	5	3	67
Offices	1	1	0

Source: All data from agency reports.

Ofc locations
Shawnee Mission, Kansas

Services
Media, creative, strategy, production.

Boxes with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by AD AGE. *See Page S-10*

Accounts
Gained: N/A.
Lost: N/A.

Officers
Richard Hopkins, principal.
Phone: (913) 831-4553

Good Promotions
RANK 29

Memphis

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.9	N/A	N/A
Employees	12	N/A	N/A
Offices	1	N/A	N/A

Employees per department

	1987	1986
Account services	4	N/A
Creative	5	N/A
Production	1	N/A
Administration	N/A	N/A
Other	2	N/A

Source: All data from agency reports.

Services
Creative, copy, media, dir mail, display, premiums, packaging.

Accounts
Gained: N/A.
Lost: N/A.

Officers
Dale Cox, pres-chm; B.A. Street, vp; M.D. Hartsaw, director.
Phone: (901) 761-0741

J.P. Hogan & Co.
RANK 23

Knoxville, Tenn.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.8	$1.6	10.2
Employees	24	24	0
Offices	1	1	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$770.5	$688.5	11.9
Commissions	$1,029.5	$945.5	8.9

Employees per department

	1987	1986
Account services	6	6
Creative	5	5
Production	3	3
Administration	7	7
Other	3	3

Source: All data from agency reports.

Services
Mktg plan & execution, media, ad prod, collaterals, art, dir mktg, fulfillment, pr, design.

Accounts
Gained: Polyurethane Foam Assn., Shaw Industries.
Lost: Athletic Helmet Co., Tarkett Wood Floors.

Officers
Joseph P. Hogan, pres; Ray V. Anthony, exec vp; Robert J. Luedeka, James V. Peek, vps.
Phone: (615) 546-7661

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R.P. Klein Associates

RANK **21**

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.0	$1.5	33.3
Employees	7	8	(13)
Offices	1	1	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$40.0	$20.0	100.0
Commissions	$1,960.0	$1,300.0	51

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$4,000.0	$3,500.0	14.3
Consulting fees	$50.0	$30.0	66.7
Postage, shipping	$450.0	$170.0	164.7

Employees per department

	1987	1986
Account services	7	8
Creative	N/A	N/A
Production	N/A	N/A
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from agency reports.

Services

Promo consulting, graphics, film, printing.

Accounts

Gained: Citicorp, McCormick Spices.

Lost: None.

Officers

Richard Klein, pres.

Phone: (212) 557-1450

Marcon Marketing Services

RANK **16**

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.1	$2.4	29.9
Employees	21	18	17
Offices	2	2	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$2,400.0	$1,848.0	29.9
Commissions	$674.6	$519.5	29.9

Volume passing through

($ in thousands)	1987	1986	% chg
Production	$2,698.5	$2,077.8	29.9
Freight	$515.0	$396.6	29.9

Employees per department

	1987	1986
Account services	7	5
Creative	6	6
Production	1	1
Administration	N/A	N/A
Other	7	6

Source: All data from agency reports.

Ofc Locations: New York, Mexico City.

Annual Review

New business gains, especially Okidata, Morgan Furze liqueur and Head Racquet Sports, helped offset losses of several Paddington brands and Wiltshire Corp. The privately held agency reported a 30% boost in gross revenues for 1987, most of which came from a 30% rise in staff-time fees. The agency picked up Pan Am as a new account in 1988, and is projecting 25% growth for the year. Best of 1987 was a "Bring the Movie Home" co-promotion between Nestle and Fuji videocassettes offering free Nestle candy with videocassette purchase, with sweepstakes, coupon and incentive overlays.

Services

Promo devel, mkt plan & consulting, art/mechanical prep, photography, sweepstakes judging & admin.

Accounts

Gained: Okidata, Head Racquet Sports, Morgan Furze Sambuca Romana liqueur (Paddington), Pan Am.

Lost: Paddington (J&B, Bailey's, Knockando, Malibu), Wiltshire.

Officers

Stephen Field, pres; Cory Kallet, Nikki Evans, vps.

Phone: (212) 683-3332

Marden-Kane

RANK **17**

Lake Success, N.Y.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.7	$2.7	0.0
Employees	35	35	0
Offices	8	9	(11)

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	N/A	N/A
Production	8	7
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from Advertising Age estimates.

Ofc Locations: New York, Boston, Chicago, Los Angeles, San Francisco, Montreal, Toronto, London.

Annual Review

Estimated gross revenues were unchanged in 1987. The agency projects 15% improvement in 1988 billings, coupled with a 35% improvement in profits. The agency also closed its Houston office in 1987.

Services

Full-service promo devel, sweepstakes, contests, games, premiums, sales incentives.

Accounts

Gained: N/A.

Lost: N/A.

Officers

Robert Bell, pres; Paul Goldman, exec vp; Leonard Bierman, exec vp.

Phone: (516) 326-3666

The Marketing Continuum

RANK **30**

Dallas

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.7	$0.6	33.0
Employees	10	9	11
Offices	1	1	0

☑

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$735.0	$555.0	32.4
Commissions	$10.0	$5.0	100.0

Volume passing through

($ in thousands)	1987	1986	% chg
Printing, shipping	$2,000.0	$1,700.0	17.6
Creative production	$800.0	$600.0	33.3
Other, media	$2,000.0	$1,400.0	42.9

Employees per department

	1987	1986
Account services	7	6
Creative	2	2
Production	N/A	N/A
Administration	N/A	N/A
Other	1	1

Source: All data from agency reports.

Services

Creative dir, copy, media plan.

Accounts

Gained: Ort's, Dr Pepper, Act-Media.

Lost: Anderson Clayton, Tree-Sweet.

Officers

Roberta A. Merkel, pres; David T.

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Henschel-Steinau, Inc.

Mullen, Odell A. Scott, vps.
Phone: (214) 855-0080

RANK 7

Merchandising Workshop

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$9.4	$8.6	9.1
Employees	120	110	9
Offices	1	1	0

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	21	19
Production	N/A	N/A
Administration	10	10
Other	89	81

Source: All data from Advertising Age estimates.

Annual Review

M/W's strategy of doing everything in-house, including concept, execution and printing, paid off handsomely when Lever Bros. hired the agency in 1987 to help launch AIM Extra Strength toothpaste. The project drew upon virtually every agency service. AD AGE estimates gross revenues for M/W increased 9% in 1987. The agency is projecting 10% growth in 1988, mostly from new business. Adverse effects in 1987 were felt from a weakening U.S. dollar, which affected several clients' sales volumes. Mergers and acquisitions also had positive and negative effects on business. One strength was the agency's introduction of patented clip-hangers for POP flags and take-one pads.

Services

Complete concept through execution; design & creative, POP, sell sheets, retail promo, pkg design, dir mail, sweepstakes, catalog, photography, A/V, slides, video,printing, typeset, color lab, color scanning & correction, camera, stripping, platemaking, bindery, die-cuts, collation.

Accounts

Gained: N/A.
Lost: None.

Officers

Norman Alshooler, pres; Isaac Millman, Bennett M. Gross, Barney Gorgone, exec vps.
Phone: (212) 239-4646

RANK 25

Mitchell & Comer

Toledo, Ohio

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.6	$1.5	7.4
Employees	34	32	6
Offices	2	2	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,378.4	$1,235.4	11.6
Commissions	$187.6	$222.6	(15.7)

Employees per department

	1987	1986
Account services	6	5
Creative	17	16
Production	2	2
Administration	5	5
Other	4	4

Source: All data from agency reports.

Services

Concept devel, creative, A/V.

Accounts

Gained: Trinova, Weyerhauser.
Lost: N/A

Officers

Lee Comer, pres-creative dir; Mark Mitchell, exec vp; Mike Hardman, vp-acct services; Vyto Bendoraitis, vp-asst creative dir.
Phone: (419) 243-7600.

RANK 3

Muir Cornelius Moore

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$10.9	$9.5	14.8
Employees	125	125	0
Offices	1	2	(50)
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$7,343.6	$6,961.8	5.5
Commissions	$3,526.0	$2,504.2	40.8

Volume passing through

($ in thousands)	1987	1986	% chg
Unspecified	$14,027.1	$12,046.1	16.4
Unspecified	$10,563.7	$10,246.7	3.1

Employees per department

	1987	1986
Account services	35	N/A
Creative	35	N/A
Production	15	N/A
Administration	30	N/A
Other	10	N/A

Source: All data from agency reports.

Annual Review

MCM in 1987 saw 15% growth in revenues over 1986, resulting mainly from a 41% increase in commissions and mark-ups. The agency expects continued growth in 1988 from new accounts Citibank and Boeing Sikorsky. MCM was awarded a Clio for the best national consumer promotion of 1987, designed to move existing inventories of IBM PCs prior to the launch in April 1987 of the IBM System/2. The promotion featured all media, including unusual computer animation on diskette, and 3,000 freshly baked birthday cakes delivered simultaneously to IBM dealers. During the year, privately held MCM merged its two New York offices.

Services

Sales promo, adv, dir mktg, consulting, creative.

Accounts

Gained: Boeing Sikorsky, Citibank, Eberstadt Fleming.
Lost: Northeast Savings.

Officers

W.P. Muir, chmn-ceo; J. Cornelius, vice chmn-admin; R. Moore, vice chmn-creative; P. Post, pres-MCM Advertising; S. Ross, S. Farese, L. Roberts, V. McQueeney, R. Hensley, sr vps; R. Meehan, C. Olshever, S. Cohen, J. Zazzaro, R. Orr, vps.
Phone: (212) 463-7715

RANK 8

Niven Marketing Group

Scottsdale, Ariz.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$6.8	$4.7	43.1
Employees	75	61	23
Offices	6	5	20

Employees per department

	1987	1986
Account services	19	13
Creative	26	23
Production	13	11
Administration	14	11
Other	3	3

Source: All data from Advertising Age estimates.

Ofc Locations: Scottsdale, Ariz., Chicago, Dallas, San Francisco, Memphis, Tenn., Atlanta.

Annual Review

Estimated gross revenues grew 43% in 1987. However, the privately held agency reported sales in 1987 fell 12% to $12.9 million. Rising competition, devaluation of the U.S. dollar in foreign markets, the October stock market crash and child safety issues regarding in-pack premiums combined were factors. Niven Group also reported a 15% drop-off in staff-time fees and a 9% reduction in commissions and mark-ups in 1987. The agency projects 14% growth in 1988, based on increased business from existing accounts, such as Borden, Dial Corp., and Kellogg, the opening of a new sales office in Atlanta in 1987, and from new accounts now in development. To meet the needs of growth, the agency added 14 employees in 1987. Among the agency's best promotions developed in 1987 was Ortho's "Weed 'em & Reap" sweepstakes, now in retail outlets and wholesale clubs. The promotion aims to increase display space and encourage dealers to load inventory with multi-level trade incentives.

Services

Promo devel; mktg research, POP design & engineering, premiums, creative.

Accounts

Gained: N/A.
Lost: None.

Officers

Ronald D. Niven, pres, Tony Leiber, vp-gm, Chicago.
Phone: (602) 949-0997

RANK 9

Promotion Group

Irvine, Calif.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$5.5	$4.1	34.6
Employees	70	52	35
Offices	1	3	(67)

Employees per department

	1987	1986
Account services	6	5
Creative	7	5
Production	N/A	N/A
Administration	N/A	N/A
Other	57	42

Source: All data from Advertising Age estimates.

Ofc Locations: Irvine, Calif.

Annual Review

Propelled by strong growth from new accounts, such as Suzuki motorcycles, the Los Angeles Dodgers and *The Los Angeles Times*, gross revenues grew 35% in 1987. To accomodate growth, the agency added 18 employees and consolidated three locations into a new corporate headquarters. For 1988, the agency projects doubling in size, with 75% of the growth from existing clients and 25% from new accounts. The agency's most successful 1987 promotion, "Kick-off '87" for American Isuzu Motors, gave it a chance to demonstrate its expanding range of services, including sales force incentives, showroom POP, data processing, telemarketing, direct mail and fulfillment.

Services

Sales promo devel, design, data processing, fulfillment, promo merchandising, mailing services, telemarketing.

Accounts

Gained: Arco, Blue Cross of California, Coldwell Banker, Los Angeles Dodgers, *Los Angeles Times*, Suzuki Motorcycles.
Lost: None.

Officers

Matt Alcone, pres; Travis Oliver, Kathy Scolaro, vps.
Phone: (714) 770-4400

RANK 18

Responsive Marketing Communications

Des Plaines, Ill.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.1	$1.9	11.4
Employees	37	31	19
Offices	2	2	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,422.0	$1,315.0	8.1
Commissions	$701.0	$591.0	18.6

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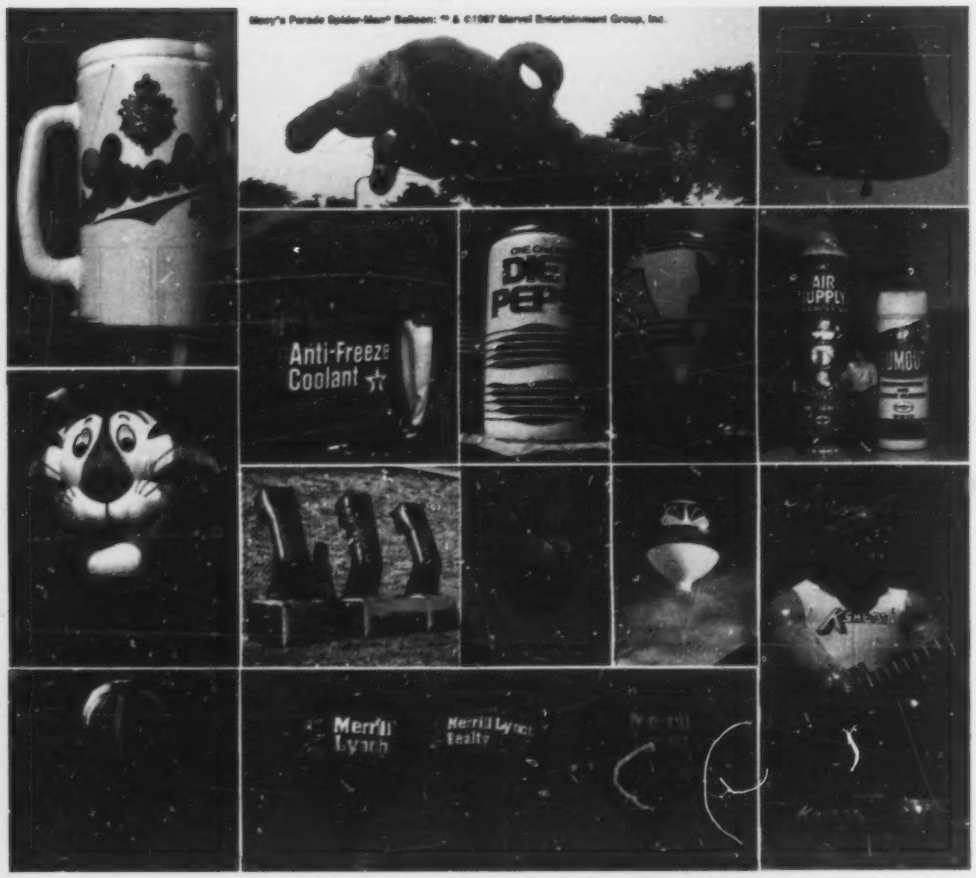

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Employees per department

	1987	1986
Account services	15	13
Creative	8	7
Production	N/A	N/A
Administration	N/A	N/A
Other	14	11

Source: All data from agency reports.

Ofc Locations: Des Plaines, Ill., New York.

Annual Review

New accounts Castle & Cooke, Mobil Chemical and Welch's contributed to 11% growth in gross revenues in 1987. The agency expects 10% to 15% growth in 1988, divided 40% from current clients and 60% from new business. Best of 1987 was a new product introducation for Carey-McFall's Bali Blinds that included consumer, trade and distributor advertising and promotion. For 1988, the agency plans to move its corporate headquarters in fall to a new building near O'Hare International Airport.

Services

Mktg consulting & services, adv and media devel, creative, execution, sales promo, merchandising, dir resp.

Accounts

Gained: Castle & Cooke, Mobil Chemical, Welch's.
Lost: None.

Officers

Tony J. Marsiglia, pres; O'Neal F. Caliendo, vp-gm; Jospeh M. Marsiglia,Marlene S. Picha, Lillian H Juhlin, vps.
Phone: (312) 298-3905

Sales Aids International

RANK 6

Melrose Park, Pa.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$9.9	$8.6	14.2
Employees	58	42	38
Offices	3	3	0
☑			

Employees per department

	1987	1986
Account services	11	9
Creative	13	6
Production	N/A	N/A
Administration	11	9
Other	23	18

Source: All data from agency reports.

Ofc Locations: Chicago, Port Washington, N.Y., Melrose Park, Pa.

Annual Review

Gross revenues grew 14% in 1987 as the agency expanded below the line marketing services and added key personnel. The agency projects a near doubling of revenues in 1988 as a result of significant investment in computerization. SAI's best of 1987 was a national promotion for Carnation's Friskies pet foods with the object of gaining in-store display space and building brand imagery. The agency generated computerized invitations for free pet examinations by local veterinarians to consumers returning coupons and proofs of purchase.

Services

Dir mktg, sales promo, POP, displays/exhibits, incentives, media plan & purchasing, merchandising, collaterals, contests, sweepstakes, fulfillment, mail order, co-op adv, multi-brand promo.

Accounts

Gained: None.
Lost: N/A.

Officers

Allen N. Liss, pres; Mark B Miller, sr vp; Allen DeCastro, Elliot Shear, vps; Alan V. Davis, vp-acct mgmt.
Phone: (215) 782-9090

Shopping Center Network

RANK 10

Miami

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$5.4	$5.0	8.0
Employees	65	60	8
Offices	4	4	0
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	N/A	N/A	N/A
Commissions	$250.0	$250.0	0.0

Volume passing through

($ in thousands)	1987	1986	% chg
Printing	N/A	$450.0	N/A
Display construction	N/A	$750.0	N/A

Employees per department

	1987	1986
Account services	9	7
Creative	22	17
Production	N/A	N/A
Administration	30	31
Other	4	5

Source: All data from agency reports.

Ofc Locations: Miami, New York, Detroit, Los Angeles.

Annual Review

Growth in mall marketing among clients such as Adidas and Campbell Soup boosted SCN's gross revenues 8% in 1987. For 1988, the privately held mall-promotion specialist projects 15% to 25% growth from themed, multi-company projects, including Beautiful You, *Better Homes & Gardens*, and an expanded National Basketball Association mall tour featuring Jeep/Eagle, Converse, Lever Bros. and Allstate. Shopping Center Network's biggest ever mall promotion was a project for Campbell during January 1987 national soup month. With a task force of 30, SCN placed the event, constructed 22 exhibits, hired and trained personnel to promote and provide hot samples for 275,000 consumers in 88 markets. The four-weekend promotion reached more than 9 million shoppers.

Services

Full service mall mktg & placement, includes graphics, pr, sampling, coupons, product demo, cross promo, exhibit construction, on-site staffing.

Accounts

Gained: Campbell Soup, MCA Records.
Lost: Apple Computer, Chevrolet.

Officers

Joel Benson, pres; Phil Rosenthal, vp-mktg services; Carolyn Eisenberg, vp-admin; Scott Lange, natl sales mgr; Stephen Markow, vp-sales.
Phone: (305) 595-0201

Smiley Promotion

RANK 12

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.8	$3.0	26.7
Employees	15	15	0
Offices	4	3	33
☑			

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$1,800.0	$1,250.0	44.0
Commissions	$2,000.0	$1,750.0	14.3

Volume passing through

($ in thousands)	1987	1986	% chg
Postage	$3,500.0	N/A	N/A
Production, art, music	$3,000.0	N/A	N/A
Travel	$1,500.0	N/A	N/A

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Employees per department

	1987	1986
Account services	7	7
Creative	N/A	N/A
Production	4	4
Administration	4	4
Other	N/A	N/A

Source: All data from agency reports.

Ofc Locations: New York, Chicago, San Diego, Los Angeles.

Annual Review

Smiley showed 27% growth in 1987. Revenue gains by the privately-held agency came 70% from staff-time fees and 30% from increased commissions/markups. The agency anticipates 15% growth in 1988, mainly from multi-level sweepstakes, and special events, such as Murder Mystery programs, mainly used at trade shows and meetings. A weakening U.S. dollar and the October stock market crash actually improved some prospects for the agency in 1988 by increasing European business, and generating greater interest among U.S. financial institutions.

Services

Full service promo, sweepstakes, dealer promo/sales incentives, dir mail, special events, fulfillment, trade show prod, creative & prod.

Accounts

Gained: Hallmarkets Intl, Iberia Airlines.
Lost: None.

Officers

Ronald Smiley, pres; Daniel Hall, sr vp; Barbara Suebeten, exec vp.
Phone: (212) 809-1700

Strottman Marketing

RANK 24

Irvine, Calif.

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.8	$0.9	91.7
Employees	23	12	92
Offices	2	1	100

Employees per department

	1987	1986
Account services	8	6
Creative	7	2
Production	N/A	N/A
Administration	6	3
Other	2	1

Source: All data from Advertising Age estimates.

Ofc Locations: Irvine, Calif., Cincinnati.

Services

Premium design, promo devel, planning, implement, licensing, sweepstakes devel & execution, creative, design, POP.

Accounts

Gained: Worlds of Wonder, Heron Communications, Hasbro Toys, Leisure Concepts.
Lost: N/A.

Officers

Kenneth J. Strottman, pres; Mitchell A. Junkins, vp-acct service; Thomas N. Wong, vp-mktg; Wendell L. Johnston, vp-ops.
Phone: (714) 852-1166

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Ventura Associates

RANK 15

New York

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$3.1	$4.7	(33.3)
Employees	40	60	(33)
Offices	5	5	0

Source: All data from Advertising Age estimates. Subsidiary of Mickelberry Corp., New York.

Ofc Locations: New York, Los Angeles, Miami, Marblehead, Mass., Lowell, Ind.

Annual Review

Ventura refocused operations on sales promotion in 1987, withdrawing from list brokerage management and commercial TV production. As a result, estimated revenues were down 33% in 1987, with a corresponding reduction of about 20 staff positions. The subsidiary of Mickelberry Corp. expects 15% to 20% growth in 1988, partly from expanded services to existing accounts and from adding the New York State Lottery account. A key personnel change occurred in August 1987 when founder Jeffrey Feinman, chmn-ceo, a pioneer in developing innovative sweepstakes promotions, left the agency to pursue other interests. John Roarty, president, added the ceo title.

Services

Full service mktg & promo consulting, design, creative, merchandising, premiums/incentives, program admin, including prizes, games, sweepstakes, contests, fulfillment & acct services.

Accounts

Gained: New York State Lottery.
Lost: N/A.

Officers

John Roarty, pres-ceo; Robert Blashek, exec vp; Rick McCabe, pres-Ventura New England; Maggie Smith, pres, Ventura, Fla.; Cliff Lucas, pres, Ventura, Calif.
Phone: (212) 889-0707

Very Special Events

RANK 32

San Diego

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$0.5	$0.4	40.0
Employees	7	5	40
Offices	1	1	0

Source: All data from Advertising Age estimates.

Services

Specialist: sales promo for shopping malls, fairs, festivals. Creative consulting to agencies.

Accounts

Gained: Smith Marketing, Trans World Entertainment, Hawaii on Tour '88, *Essence* on the Mall, Jobquest, Ketchum Public Relations (The Potato Board), Doron SR2, Danskin Model Search.
Lost: San Diego Super Bowl Task Force (completed).

Officers

Nancy Walters, pres.
Phone: (619) 485-1171

Woolf-Reitman Associates

RANK 27

Chicago

($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$1.2	$1.0	16.4
Employees	13	13	0
Offices	1	1	0

Employees per department

	1987	1986
Account services	5	5
Creative	4	4
Production	4	4
Administration	N/A	N/A
Other	N/A	N/A

Source: All data from Advertising Age estimates.

Services

Creative concept, design, layout, mechanicals, prod.

Top promotion techniques

The most popular 1987 sales promotion techniques: coupons, money-back, premiums. In terms of dollars: coupons, cents-off, according to Stamford, Conn.-based Donnelley Marketing.

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To find a listing of these career opportunities look for the "Sales Promotion Career Opportunities" banner on page 65 in this week's Recruitment Marketplace.

Advertising Age
The Recruitment Marketplace

Top cities by sales promotion gross revenues

Full service agencies

Rank	City	Gross revenues 1987	Gross revenues 1986	Total employees 1987	Total employees 1986	No. of agencies
1	New York	48,659	40,276	637	531	12
2	Chicago	48,226	41,978	606	496	8
3	Westport, Conn.	16,954	7,112	211	93	4
4	Lombard, Ill.	10,766	9,084	125	145	1
5	Princeton, N.J.	7,579	4,340	84	56	1
6	Paramus, N.J.	6,316	3,875	70	50	1
7	Minneapolis	5,396	2,170	61	28	3
8	Cincinnati	4,794	3,321	86	58	2
9	Norwalk, Conn.	4,120	3,371	35	28	1
10	Dallas	3,586	1,316	29	24	3

Companies with agency services

Rank	City	Gross revenues 1987	Gross revenues 1986	Total employees 1987	Total employees 1986	No. of agencies
1	New York	50,727	37,041	560	432	9
2	Garden City, N.Y.	11,652	11,965	149	153	-1
3	Greenwich, Conn.	10,653	8,019	69	73	1
4	St. Louis	10,550	8,850	117	121	2
5	Melrose Park, Pa.	9,851	8,628	58	42	1
6	Irvine, Calif.	7,273	5,005	93	64	2
7	Scottsdale, Ariz.	6,767	4,727	75	61	1
8	Miami	5,400	5,000	65	60	1
9	McLean, Va.	4,000	2,000	35	18	1
10	S. Norwalk, Conn.	3,331	2,470	36	25	1

NOTES: Dollars are in thousands. Source: AA survey.

Accounts
Gained: University of Chicago.
Lost: None.

Officers
Irving Woolf, pres; Herb Reitman, exec vp.
Phone: (312) 751-0033

WORCO Marketing Resources RANK 22
Los Alamitos, Calif.
($ in millions)

Agency stats	1987	1986	% chg
Gross revenues	$2.0	$1.0	100.0
Employees	24	20	20
Offices	4	4	0

Revenue contributors

($ in thousands)	1987	1986	% chg
Staff-time fees	$200.0	$100.0	100.0
Commissions	$180.0	$80.0	125.0

Employees per department

	1987	1986
Account services	N/A	N/A
Creative	N/A	N/A
Production	N/A	N/A
Administration	6	2
Other	18	18

Source: All data from agency reports.

Ofc Locations: Los Alamitos, Calif.; Hollywood, Calif.; Gardena, Calif.; Paramus, N.J.

Services
Sales promo plan and program mgmt, video, collaterals, photography.

Accounts
Gained: Pioneer Electronics, Yamaha Electronics, Lockheed, *National Geographic*.
Lost: None.

Officers
Paul Worsham, managing dir; Hunter Finch, program dir; Theo Mayer, video dir; Jeff Specht, collateral dir; Chris Hudson, incentives dir.
Phone: (213) 431-1847

Staff for this report

- Fred Danzig, *editor*
- Robert Goldsborough, *executive editor, Features/Special Report*
- Pat Gray Thomas, *Report editor*
- Richard Edel, *Writer, reporter*
- R. Craig Endicott, *profile issues editor*
- Kevin Brown, *profile issues associate editor*
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- Karen Brodsky Fine, *production manager*

Coming

Next week ADVERTISING AGE's Special Report will focus on **Cable TV**.

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